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MERCHANTVILLE, NEW JERSEY: THE DEVELOPMENT, ARCHITECTURE, AND
PRESERVATION OF A VICTORIAN COMMUTER SUBURB

CAROL A. BENENSON

A THESIS

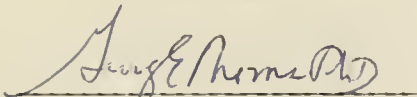
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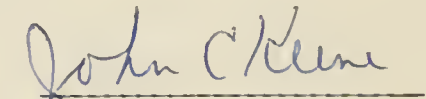
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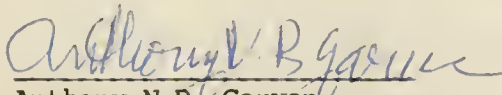
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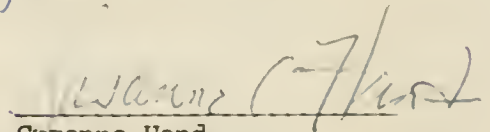
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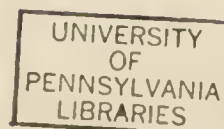

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During the last quarter of the nineteenth century, Victorian commuter suburbs sprouted throughout the northeastern United States as the advent of railroad and streetcar lines opened up locations for residences distinctly removed from the urban workplace. Increasingly congested and alienating cities spurred families and individuals to migrate to the wholesome countryside where each man could acquire his own small plot of land. Economically and intellectually, the industrialized cities stimulated suburban growth. Moreover, urban centers influenced the physical, architectural, and social composition of their suburbs. Merchantville, New Jersey, a suburb of Philadelphia and to a lesser extent, Camden, is a prototypical result of the nineteenth century suburban phenomenon. As such, it is the subject of this architectural history and planning thesis in historic preservation.¹ I have selected Merchantville, a 395.8-acre borough in southern New Jersey, as an important suburb to study for several reasons.

First, at the state level, research and preservation activities which have been initiated for older suburbs tied to New York have not been applied to their Philadelphia counterparts. Two northern New

¹Principal histories of the Borough of Merchantville used as background sources for this thesis are: M. Blanche Cordery, Merchantville Past and Present, 1964; Francis F. Eastlack, History of Merchantville, 1899; Earl P. Lewin, ed., The Centennial Yearbook, 1974; Merchantville Centennial Committee, Centennial Cook Book, 1973; and Charles P. Polk, "Annals of Merchantville," a series of articles published in The Community News, 1951. In analyzing real estate development, architects, and the early socio-economic character of the community, I have examined the following primary resources: deeds, maps, atlases, Philadelphia and Merchantville directories, census reports, real estate brochures, photographs, and period local newspapers and architectural publications.

Jersey suburbs which have received attention from historians and preservationists are Short Hills Park, planned in the 1870s by Stuart Hartshorne, and the Crescent Avenue area of Plainfield, developed during the same period by Job Male. Both upper middle class suburbs have been listed as historic districts in the National Register of Historic Places. Philadelphia offers a second set of values, tastes, and personalities which historically have influenced a large section of New Jersey. This southern region, too, warrants recognition for its architectural heritage as part of a complete state inventory. Although other Camden County towns such as Haddonfield, Collingswood, Berlin Borough and Laurel Springs have a rich history, Merchantville depicts a cohesive Victorian commuter suburb.

Second, a study of Merchantville can supplement existing academic analyses of suburbanization. Samuel Bass Warner, author of Streetcar Suburbs, has evaluated the causes and process of suburban development in the Boston area, where bedroom communities expanded radially with the outward extension of streetcar lines.² Southern New Jersey, which has retained large farm holdings into the twentieth century, did not follow a geometric sequence of development; rather, relatively self-contained communities formed where pockets of farmland near the new railroads were sold. Because Merchantville experienced a rapid and dramatic transition from rural to suburban community, a simplified account of its growth should reveal a concise, yet comprehensive

²Samuel Bass Warner, Streetcar Suburbs (Cambridge, Massachusetts: Harvard University Press, 1962).

pattern of suburban development. This pattern should have geographical and temporal applications for studying other suburbs, whether they be in New Jersey, outside Boston, anywhere in the United States, or a product of the twentieth century, such as the Levittowns.

Third, and most important, Merchantville is worthy of study because physically, it stands in the 1980s with much of its Victorian character intact. Despite inevitable alterations and loss of some period structures due to development pressures and fire, a significant level of the architectural integrity of this suburb is still embedded in its streetscapes.

My challenge in this thesis is to assemble the borough's detailed architectural and development history between 1850 and 1910, and from this, extract an academic model of suburbanization; to assess the significance of the surviving early buildings in light of the historical research; and finally, to explore appropriate preservation planning mechanisms and recommend a strategy for safeguarding the architectural heritage of Merchantville, New Jersey. The body of the text is organized into four chapters: history and development, architects and architecture, current conditions, and a proposal for historic preservation. An introduction to each chapter explains the further subdivision of this work.

Merchantville, New Jersey, located five miles east of Philadelphia (illustration 1), was a sparsely settled agricultural community until the mid-nineteenth century. On April 1, 1851, the gravel-surfaced Moorestown Pike, later to be known as Maple Avenue, was opened along a former Indian trail. The road, which connected the village to Camden and the ferries to Philadelphia, began Merchantville's "period of transition from a strictly rural area to a select suburban site."¹

Between 1850 and 1910, developers, architects and builders established Merchantville's grid and architectural character, and the community formed its social, religious and institutional infrastructure. The legacy of this period is apparent today. (illustration 2) Maple Avenue, the main thoroughfare, runs east-west across the entire width of the 0.63-square-mile town, intersecting Centre Street, the principal commercial area. What I refer to as the Cattell Development -- Chestnut, Walnut, and Cedar Avenues -- is located parallel to and north of Maple Avenue. The railroad line from Camden ran along Chestnut Avenue from 1867 to the early 1970s. Sections of Prospect Street, South Centre Street, Chapel Avenue, and Volan Street, all south of Maple Avenue and west of the Cattell Development, and Alexander and Morris Streets, and Lexington, Linden, and Euclid Avenues, north of Maple Avenue, were partially built upon by 1907.

¹Charles P. Polk, "The Annals of Merchantville," The Community News, no. 5, 1951.



illustration 1: Regional Map

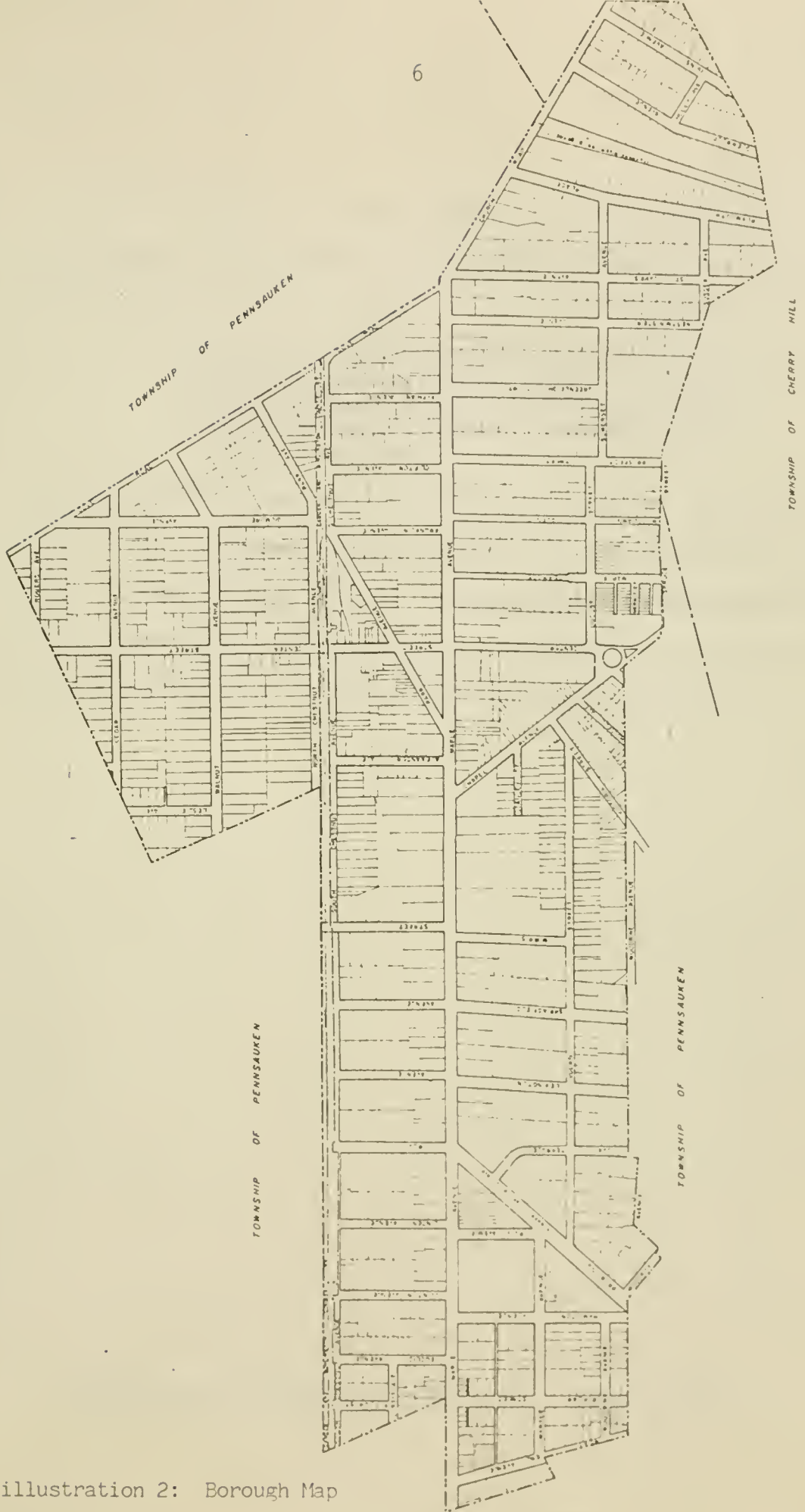


illustration 2: Borough Map

From 1874 to 1984, neither boundaries, primary uses of buildings, nor locations of activities and traffic have changed significantly. By the 1920s, the borough was built nearly to full capacity.

Since that time development has continued in surrounding Pennsauken and Cherry Hill, absorbing Merchantville into the continuously developed Greater Camden Metropolitan area which exists today.²

This chapter of the text is divided into three parts: two periods of history and development and a profile of those periods being the third. I selected 1850 and 1910 as approximate time references; the thirty years before 1880 essentially prepared the climate for the housing boom which was to characterize the next three decades.

²Merchantville Master Plan Study, vol. 1, October 1965, 7.

1850-1880: Founding and Early Growth

Soon after the new Moorestown Pike of 1851 improved transportation between outlying farmlands and Camden, four Philadelphia land speculators, who happened to have been merchants -- hence, "Merchantville" -- founded the suburb through a series of land purchases. Patrick Cunningham bought his first forty-eight acres on September 11, 1852, in the western section of the town, later known as "Wellwood." (Deed Book Q, page 169)³ Samuel McFadden and John Loutey jointly purchased fifty acres from farmer Eli Browning in the eastern section of town on April 1, 1954; twenty-two of their fifty acres fronted the north side of East Maple Avenue. (Deed Book W, page 451) The fourth early speculator, Ferderick Gerker, purchased 142 acres along the south side of East Maple Avenue and both sides of Church Road, on May 13, 1857. (Deed Book 30, page 161) His purchase "included a frontage of approximately 380 feet along the south side of Maple Avenue westward from Church Road, on which Gerker built what was then a palatial home..."⁴ These four early speculators gave Merchantville its name in 1857. Although Matthias Homer did not acquire his four acres along the north side of Maple Avenue from Samuel McFadden until February 8, 1860, local history includes Homer as a founding father because of his contributions to the developing town.⁵

Not coincidentally, the Camden and Pemberton Agricultural Rail-

³Register of Deeds, City Archives, Camden City Hall, Camden, New Jersey. Note: All specific references to this source are cited in the text.

⁴M. Blanche Cordery, Merchantville Past and Present, 1964, 32.

⁵Ibid., 34.

road was chartered for construction and operation of a line connecting Camden, Merchantville, Moorestown, Mt. Holly, and Pemberton on July 28, 1854.⁶ During the next three years, no railroad construction through Merchantville ensued, although Loutey and McFadden continued to acquire land. The nationwide financial panic of 1857-1858 likely postponed construction further. In fact, it was not until the organization of the Camden and Burlington County Railroad in February of 1866 that ground was broken for Merchantville's new link to Philadelphia. The Cattell, Stetson, Homer, Cunningham, Morris and Curtis families donated much of the land needed for construction of the railroad. Train service officially opened October 21, 1867, and in 1868, the Camden and Amboy Railroad leased the line.⁷

Meanwhile, Alexander G. Cattell of A.G. Cattell & Company, shipping and commission merchants, organizer of the Corn Exchange National Bank of Philadelphia and later United States Senator from New Jersey, and his brother and business partner, Elijah G. Cattell, assembled a real estate parcel that was to comprise approximately 79 acres, or 1/5 of Merchantville's total area. By 1865 the Cattells had purchased most of McFadden's and Loutey's land, which formed an expansive contiguous tract north of the railroad line. Clearance of this area, originally known as "Coopers Woods," commenced during that decade to make way for speculative building lots. (illustration 3)

⁶Francis F. Eastlack, History of Merchantville, 1899.

⁷Polk, no. 7.

PLAN OF BUILDING LOTS IN MERCHANTVILLE

CAMDEN CO. N.J.

THE PROPERTY OF
ALEXANDER G. CATTELL

SCALE 100 FEET TO AN INCH
J. LAWRENCE
SURVEYOR

Dated Aug 26th 1869

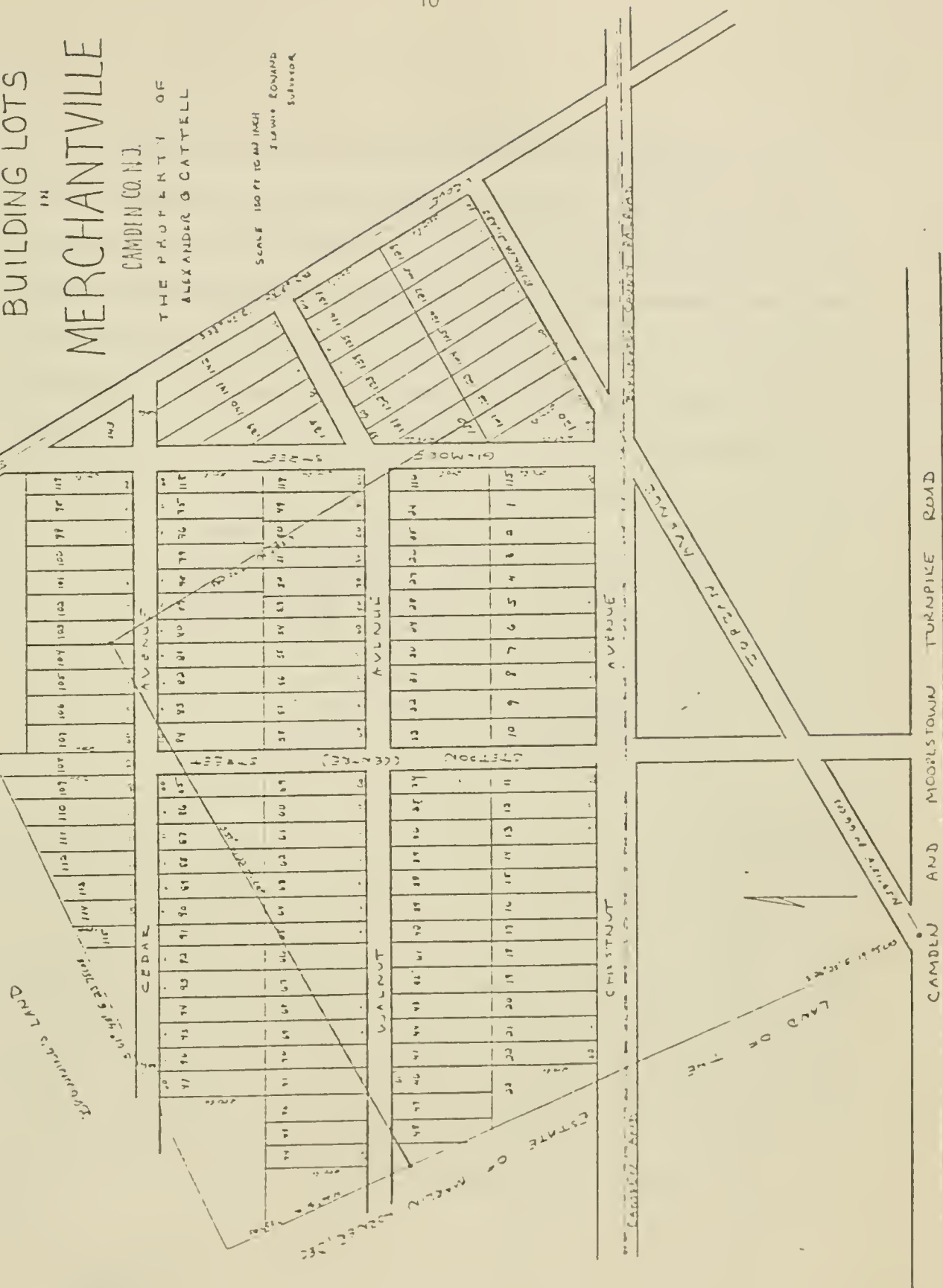


illustration 3: Cattell Development, 1869

In 1867 the Cottage Building and Loan Association was formed with David S. Stetson, Sr. as its first president, E.S. Hall, secretary, and Matthias Homer, treasurer. A building and loan association provided a long-term financing package for people who sought to buy into the community; it sold shares in exchange for loans with a mortgage as security. The Cottage Building and Loan Association charged \$1.00 per month for each share with \$200 loaned on each share at the legal rate of interest.⁸ There were two ways to procure a home.

Assuming that you have sufficient cash ready to buy the ground, and a house is already built on the lot, then join the Building Association, taking as many shares which producing \$200 each as will enable the association to loan you the necessary amount. Or, if there is no house on the ground, get out plans, make application for the loan and have the building contract signed, hand it to the association, which will pay the builder as the work progresses, according to the terms of the contract.⁹

Developers may have helped to stimulate construction by investing their own money with the building and loan association, too.

Andrew Jackson Downing's publications and several ladies' journals of the period advocated that residents of congested cities such as Philadelphia escape to the healthy countryside. There, a man could provide a wholesome, moral home for his family, and the commuter railroad would transport the new Victorian middle class industrialist to and from his urban enterprise. In practice, real estate investment

⁸Eastlack.

⁹Ibid.

in Merchantville appealed not only to Philadelphians, but also to residents of Camden and other nearby small New Jersey towns.

From 1868 to the mid-1870s, Cattell sold several 60 foot x 250 foot lots along East Chestnut, Park and East Walnut Avenues for \$400-\$500. A few lots with speculative frame dwellings sold for \$4,500. The first home, the Furber House, located at 25 East Walnut Avenue, was built in 1869. Although 51 lots in the Cattell Development were sold by 1877, the Hopkins Atlas of that year indicated only seventeen existing structures. (illustration 4) Spot searches of chains of title also indicate that many of the first lot owners sold their interests before buildings were constructed. This pattern of real estate investment was also typical of the Boston streetcar suburbs, where some tracts were quickly sold to speculators; others remained in one family for long periods.¹⁰

In addition to being a real estate developer, Alexander G. Cattell served on the board of directors of the West Jersey Railroad¹¹, a division of the Pennsylvania Railroad, which in 1872 leased the Merchantville line formerly operated by the Camden and Amboy Railroad. The conditions of the lease were that the Pennsylvania Railroad Company would pay interest on the bonds of the Camden and Amboy Railroad and Transportation Company and 6 per cent per annum on its capital stock.¹² This was also the year in which envelope manu-

¹⁰Warner, 53.

¹¹West Jersey Press, 14 February 1877. Hereafter, this reference will be cited as WJP.

¹²Eastlack.

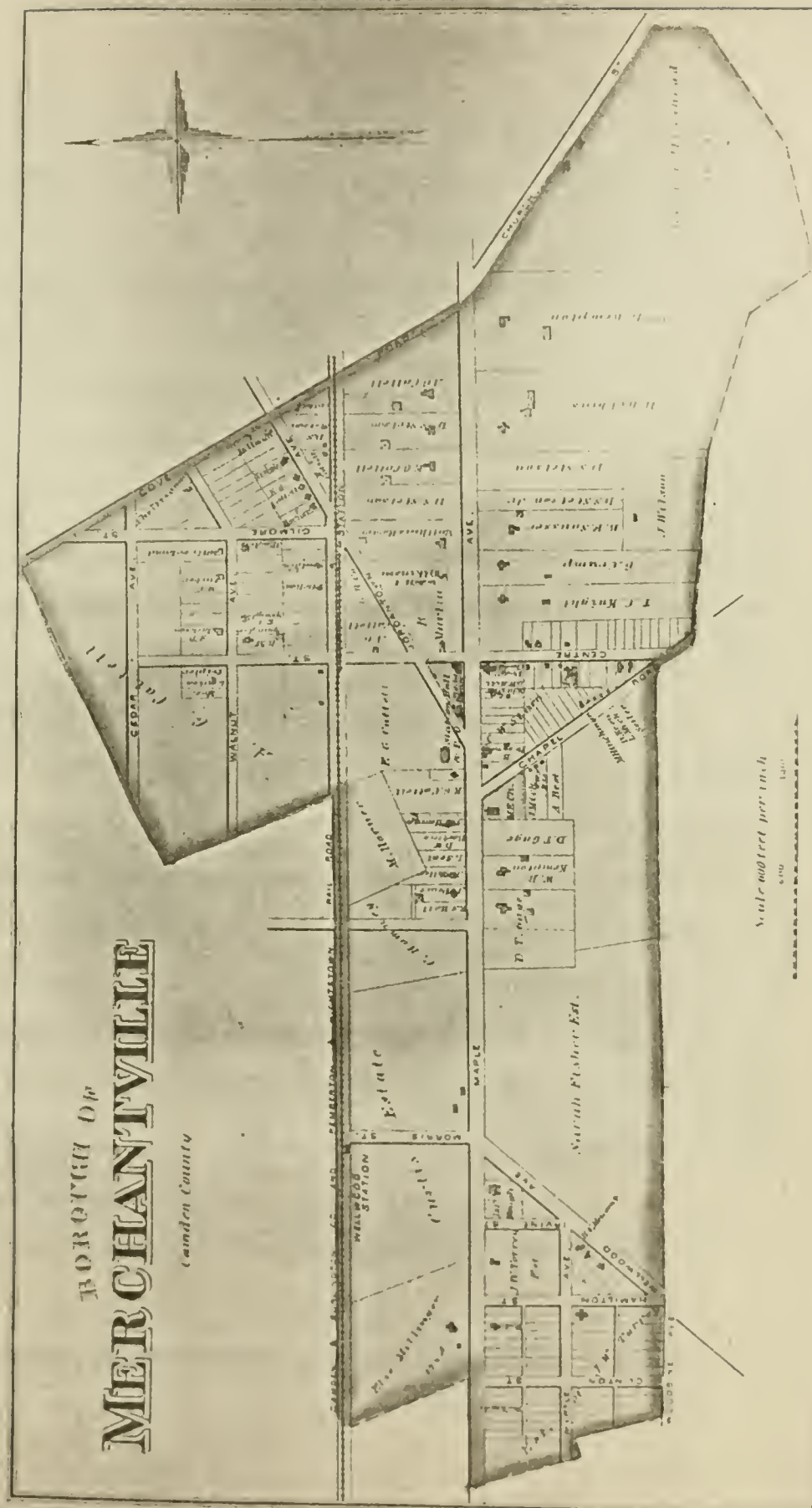


illustration 4: G.M. Hopkins, Atlas of Philadelphia and Environs, 1877

facturer and board member of the Pennsylvania Railroad, Christian E. Spangler moved to his Merchantville address at 6 East Walnut Avenue.¹³ It is not surprising that railroad affiliates were among the early commuters. The Pennsylvania Railroad had a policy of offering free train passes to its executives.

The railroad brought speculators and residents primarily to the Cattell Development and Maple Avenue, where property purchases and dwellings, both villa- and cottage-sized, burgeoned. The community's largest and most prestigious residences were sited along Maple Avenue, home of the founding families. As of May 18, 1874, the residents had a charter which carved Merchantville out of Stockton Township, establishing Camden County's first incorporated borough.

The new borough was eager to promote a safe, orderly and healthy environment in which to live. Merchantville's first ordinances included: erecting street oil lamps, requiring property owners to lay and maintain sidewalks, providing fines for anyone harming birds or allowing animals to run at large, restraining beggars and vagrants, prohibiting driving on the sidewalks, and beginning plans to build a jail. The Town Council also fixed its first tax rate at \$2.00 per \$100 of assessed valuation on a total assessment for taxation purposes amounting to \$139,800. ¹⁴

Residential development in Merchantville experienced its first

¹³Merchantville Centennial Committee, Centennial Cook Book, 1973, 192.

¹⁴Polk, no. 8.

boom in the late 1870s. One nineteenth century promotional device commonly utilized to attract prospective residents to a new community was the summer boarding house. It offered a relatively inexpensive introduction to the town, and of course, during the most fun-filled, pleasant season in which to escape the hot city. Those who enjoyed renting rooms in the summer ideally would return to rent or purchase a cottage for summer or year-round residency. This marketing strategy proved to be extremely successful in the development of Cape May, New Jersey.

The number of new cottages indicated that, as had already happened at Newport and other shore resorts, Cape May's economy was changing from one dependent on hotels to one selling land and providing services to cottages.¹⁵

By 1874, the Oak Grove Inn, initially built by Elijah G. Cattell as the Oak Grove Academy, and later known as the Merchantville Inn, hosted summer vacationers.¹⁶ (illustration 5) Although there were cottages by 1880 (illustration 6), the peak of Merchantville's image as a summer resort was not to occur until the "Gay Nineties."

A second contributing factor to this 1870s growth period may have been rooted in the fervor accompanying the Centennial Exposition in Philadelphia. The West Jersey Press announced

¹⁵George E. Thomas and Carl Doebley, Cape May: Queen of the Seaside Resorts (Philadelphia: The Art Alliance Press, 1976), 26.

¹⁶Merchantville Centennial Committee, 538.



illustration 5: Oak Grove Inn (Merchantville Inn)

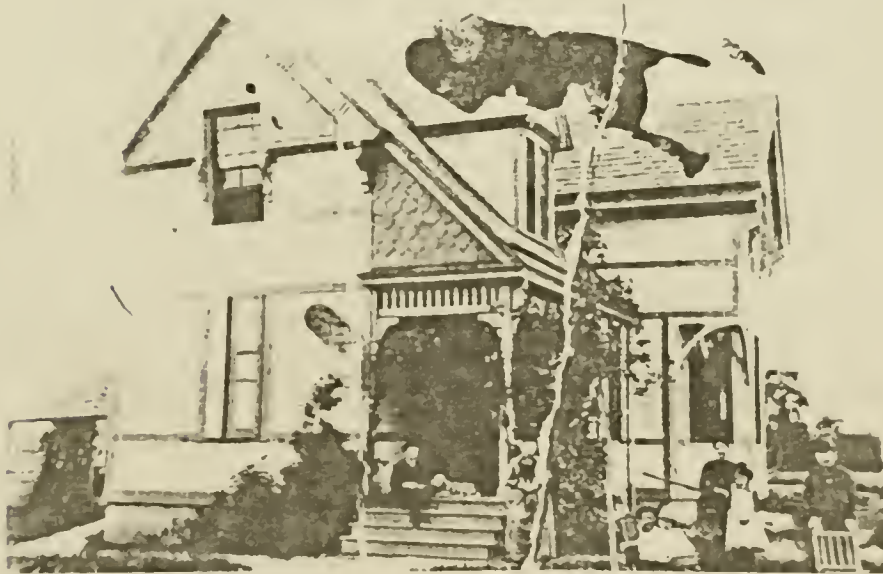


illustration 6: One of "The Cottages," 23 W. Walnut Avenue, built circa 1880. (See Appendix B for contemporary views.)

several commodious dwellings and one or two cottages unoccupied at present, but there is no doubt that they will all find occupants when spring opens. Those wishing a pleasant and healthful residence during the Centennial had better apply early. ¹⁷

To accommodate increased travel to the Centennial, the Pennsylvania Railroad extended the passenger platform at Merchantville one hundred and twenty-five feet. ¹⁸

A third explanation for the suburban exodus in the late 1870s, in part, may have been propaganda. Nevertheless, it did recognize an existing trend.

The stagnation of business, high rents and taxes are the causes of people leaving the cities. An opiate for these ills is afforded by just such places [East Merchantville]... Let those in need of a quiet country home hie that way. ¹⁹

The local press romanticized the rural/urban dichotomy previously propounded by Downing. However, because of the self-serving interest in attracting subscribers, the appeal to salvation in suburbia was emotionally heightened, in addition to being pragmatically well--founded.

The press also pointed out a fourth motivation for residential growth: the economy of building in suburbia in the late 1870s.

¹⁷WJP, 9 February 1876.

¹⁸WJP, 8 March 1876.

¹⁹WJP, 10 April 1878.

Now is the time to build. Building material is lower than it has been at any period in the last quarter of a century. Good hard bricks are delivered at \$6.00 per thousand, and hemlock lumber for \$14.00 per thousand feet. Bricklayers and carpenters are getting from \$1.50 to \$2.00 per day, and other house mechanics about the same wages. The thrifty business man who is now contemplating the building of a home should contemplate no longer.²⁰

In 1877, John Crump began construction of single and double cottages along the north side of Chestnut Avenue, facing the railroad; at this time, eleven daily trains ran from Merchantville to Philadelphia, and nine from Philadelphia to Merchantville.²¹ Based upon newspaper announcements, Crump built at least eight structures. Two of his cottages "are very pretty, will embrace everything that is desirable in a house, and will cost not less than five thousand dollars each."²²

The West Jersey Press colorfully phrased the late 1870s housing boom in Merchantville: "Things are getting lively out that way, and hard times have disappeared if we are to judge by the activity of Mr. Shivers' paint-brush."²³ Although the borough experienced a wave of construction before 1880, it was minor compared to the escalated development of the next three decades; the 1877 Hopkins Atlas illustrates what was still a sparsely settled community. (illustration 4) Nevertheless, the significant events of this first period shaped Merchantville's oncoming housing boom. These events were the purchase

²⁰WJP, 11 September 1878.

²¹WJP, 11 July 1877.

²²WJP, 11 July 1877.

²³WJP, 18 April 1877.

of farmland, advent of the railroad, subdivision of large tracts of land, formation of a building and loan association, incorporation of the borough, and enactment of ordinances. And, the early construction activity showed promising signs of a suburban residential enclave.

1880-1910: Commercialization of a Suburb

"Commercialization" characterizes the 1880 to 1910 period of development in Merchantville. This phenomenon took place in three ways: expansion and diversification of the downtown; intensive construction activity in the Cattell Development; and marketing of the real estate product.

The centrally-located downtown commercial area comprises sections of Centre Street, Maple Avenue, and Park Avenue, formerly Jordantown Avenue. A comparison of the 1877 and 1887 atlases shows a marked change in the extent of development in this district. (illustrations 4 and 7) Merchantville's influx of citizens not only brought additional skills and trades, but demanded them to realize the vision of the convenient, self-sufficient suburb, one that provided all its retail and service needs. By the turn of the century, the borough supported a full complement of businesses, most of which centered in the downtown:

Real Estate Exchange, Lumber, Hardware, Agricultural Implements, Lehigh and Schuylkill Coal, Books, Shoes and Hosiery, Meats and Provisions, General Produce, Fish, etc.; Groceries and Dry Goods, Barber and Hair Cutting Salons, Tobacconists, Watch Maker, Blacksmiths, Wheelwright and Carriage Building and Painting, Druggists, Nursery Grounds, Harness and Whips, Bicycle Depot, Childrens Shoe Factory, Morocco Factory, Laundry, Stationery Store, Bakery and Ice Cream Parlors, Upholsterer, Undertaker, Plumbing and Gas Fitting, Flour and Feed, Oyster and Eating Saloon, Tailoring Store, Paper Hanging...²⁴

²⁴Merchantville Real Estate Exchange, "... A Glance at Merchantville....As it is July 4th, 1898....," Edited by Francis F. Eastlack, 1898, 3-4.

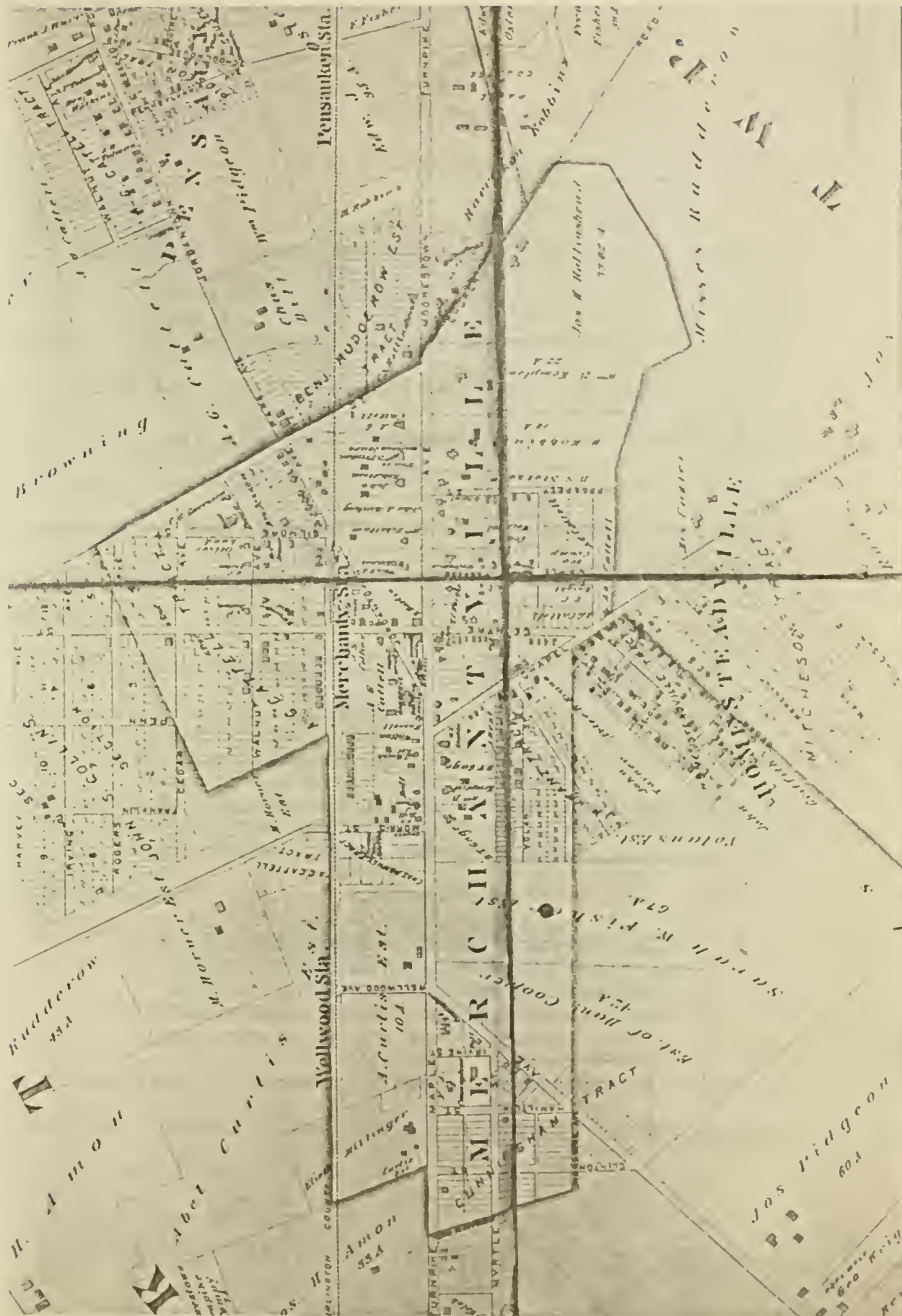


Illustration 7: William G. Baist, Map of Camden and Vicinity, 1887

Merchandise not available in Merchantville could be delivered daily from Strawbridge & Clothier or John Wanamaker department stores in Philadelphia.

The most significant local enterprise in the physical commercialization of Merchantville was Collins and Pancoast's building supply company located at Centre Street and Chestnut Avenue. Their lumber yard, which began operation circa 1887, provided materials for the frame dwellings of the Cattell Development. John Collins was also among the active builders of the 1880s. In 1886 he laid out lots on a large tract of land north of the Cattell Development. Except for the easterly section of Rogers Avenue, Collins' lots were technically in Pennsauken.

The initial housing boom of the 1870s was followed by a greater one in the next decade. In 1883 "There is considerable talk hereabouts of a large number of dwelling houses being constructed in Merchantville in the early spring."²⁵ Fewer land purchases were speculative in nature. Rather, buyers intended to build. Warner suggests that

A man built a new house for himself or his family, or he built to invest his money as a neighborhood landlord, or he built hoping to make a profit by offering a house or two for sale.²⁶

In Merchantville, landowners purchased lots and commissioned builders or acquired lots already built upon by men such as John Collins, James

²⁵WJP, 7 February 1883.

²⁶Warner, 127-28.

Brown, or George Tilton. In fact, the builders could not erect dwellings -- whether rented or owner-occupied -- fast enough. "Applicants for homes in Merchantville are turned away daily, the demand being far in excess of the supply."²⁷

In 1883, Chestnut Avenue was continued westward to Morris Street; the extension was scraped, graded and gravelled.²⁸ According to building announcements in the West Jersey Press, James Brown constructed at least seven cottages along the south side of West Chestnut Avenue in 1883: "These houses under the supervision of James Brown are occupied as rapidly as completed, and present a neat appearance."²⁹

Based upon deed searches of Alexander G. Cattell as grantor, his development spread northward away from the railroad, and westward. (illustration 3) The general pattern of clearing land and selling lots since the 1870s was the following:

<u>Period</u>	<u>Street</u>	<u>Price/Lot</u>
Late 1870s, early 80s	E. Walnut (near Cove Rd.)	\$400-500
Mid 1880s	W. Chestnut	\$350-500
Late 1880s	W. Walnut	\$400-500
	E. Cedar	\$400-700
Early 1890s	W. Cedar	\$500-600

Although scattered buildings appeared on Maple Terrace and South Centre, Volan and Morris Streets in 1887, the Cattell Development, south side of Chestnut Avenue and Maple Avenue essentially defined the inhabited area of the borough. I suspect this was the case until at

²⁷WJP, 18 April 1883.

²⁸WJP, 18 April 1883.

²⁹WJP, 17 October 1883.

least the turn of the century.³⁰ (illustrations 8-11)

Deed searches of Cattell's 143 lots also indicate multiple purchases by builders and/or developers during the 1880s and 1890s. Samuel Carson acquired three lots on West Chestnut Avenue; Charles W. Godfrey, five lots on West Cedar Avenue; and George W. Gilbert, six lots on East Cedar Avenue. D. Leonard Moore, who built numerous dwellings in surrounding Pennsauken, purchased two lots on Walnut Avenue and a third on East Cedar Avenue. George C. Tilton, along with his partner David Howell, appears to have been the most popular builder; based upon deed records and visual evidence of his style, Tilton likely constructed at least nine residences on West Cedar Avenue. (Examples of builder-designed houses are included in Appendix B: Architectural Catalogue of Merchantville.)

Architect-designed buildings were uncommon in the Cattell Development. Two of these rarities were 101 E. Walnut Avenue, designed circa 1881 by Isaac Pursell for himself, and 100 E. Walnut Avenue, whose architect I suspect is also Pursell.³¹ Architectural commissions in the late nineteenth and early twentieth centuries commonly occurred along Maple Avenue where the upper middle class lived.

The standard of living in Merchantville improved dramatically

³⁰Baist, 1887.

³¹I attribute 100 East Walnut Avenue to Isaac Pursell because of its proximity to and similar level of architectural sophistication as 101 East Walnut Avenue, Pursell's residence. Also, according to deed searches, 100 East Walnut Avenue was built circa 1889, which was when an announcement that Isaac Pursell was designing a dwelling in Merchantville for \$3,500 appeared in the Philadelphia Real Estate Record and Builders' Guide, vol. 4, 6 February 1889.



illustration 8: E. Maple Avenue from Cove Road



illustration 9: W. Chestnut Avenue



illustration 10: W. Walnut Avenue



illustration 11: E. Cedar Avenue

during the 1880-1910 period. By the spring of 1883, the Baltimore and Ohio Telegraph Company had at least six wires in operation in Jennings's Drug Store³² and

If any of the residents of this place desire telephone communication with Camden or Philadelphia, by making their desire known and naming the time and place, Mr. Janke, the manager of the exchange in this city, will be pleased to visit them, and inform them as to rates.³³

Water, drawn from nearby artesian wells, was first piped into homes in 1887. Gas and electricity were introduced in 1889 and 1890, respectively. An 1898 ordinance ordered that sidewalks be laid at the expense of property-holders and in 1910, a sewer and disposal plant opened.³⁴

The commuters in Merchantville received a new passenger station circa 1885. The shingled frame structure has carved griffins above its doorway, a motif typically found in Pennsylvania Railroad stations designed by the Wilson Brothers. In the 1890s, the round trip fare to Philadelphia was fifteen cents. Transportation through Merchantville was further enhanced by the completion of the Camden Horse Railroad Company's trolley lines in 1892. This company was absorbed by the Camden and Suburban Railroad Company which ran a double track system of electric cars by 1893. Cars ran between Camden and Moorestown every seven and one-half to fifteen minutes. Elizabeth Haig, a

³²WJP, 2 May 1883.

³³WJP, 4 April 1883.

³⁴Merchantville Directory, 1911, 21-26.

long-time citizen of Merchantville, praises the transportation systems:

And talk about service! We really had it with both types of conveyances. The trains ran quite frequently, and always to accommodate the patrons. They didn't consider anything but the patrons, and how they would want the trains to be timed. For instance, commuters, early in the morning and then a train for the wives and mothers who wanted to go into Philadelphia to shop.³⁵

Merchantville offered leisure activities that enriched the lives of its year-round and summer residents. On land just east of the Merchantville/Pennsauken border,

A first class driving park has just been completed at Merchantville, by a number of gentlemen, drivers of road horses of that borough and vicinity. The track is over fifty feet wide, with two parallel stretches of six hundred feet each, with easy turns...³⁶

Other recreation and amusement in the borough included the Merchantville Club, a purely social organization, the Merchantville Field Club, and the West Jersey Country Club.³⁷

Summer residents continued to rent houses or stay at the Oak Grove Inn,

where the first hop of the season was given ...About sixteen couples indulged in shaking the light fantastic toe until a late hour. From forty to fifty persons are spending the summer at this house.³⁸

³⁵Merchantville Historical Society, An Oral History of Merchantville, 1983, 184.

³⁶WJP, 13 June 1883.

³⁷Merchantville Real Estate Exchange, "Illustrated Catalogue."

³⁸WJP, 25 July 1883

The idea of a summer resort was not limited to those of middle income who rented rooms or cottages. Silverware merchant Harrison Robbins and his family resided in their Maple Avenue mansion only in the summer months, then "removed to Philadelphia for the winter."³⁹

The third form of Merchantville's commercialization, marketing the real estate product, promoted the community's housing and physical amenities and sensationalized its spiritual virtues. In 1890, William Longstreth, also in time, Notary Public, Justice of the Peace and Town Magistrate, Mayor, and community reporter for the old Camden Daily Courier, established his real estate business, the Merchantville Real Estate Exchange. In addition to selling lots and renting and selling houses, Longstreth offered insurance policies for sale along with the properties.⁴⁰

Longstreth promoted real estate through catalogues that highlighted the borough as convenient, beautiful, affordable, and healthy. Objectively, the brochures pointed out physical amenities, such as available properties and utilities. His 1896 catalogue offered houses for sale ranging from \$2,200 to \$7,000; mansions for \$7,000 to \$11,000; and little homes for \$1,200 to \$1,500.⁴¹ (illustrations 12-16)

The subjective vein of this and other catalogues reflected the late nineteenth century capitalistic spirit of advertising. Even in light of today's emphatic promotional campaigns, these real estate

³⁹WJP, 14 November 1883.

⁴⁰Merchantville Historical Society, Oral History, 59.

⁴¹Merchantville Real Estate Exchange, "Merchantville Real Estate Exchange in Merchantville Hall," 1896.

CATALOGUE
of
Suburban Homes
FOR SALE OR RENT



WILLIAM LONGSTRETH
MERCHANTVILLE
REAL ESTATE EXCHANGE
MERCHANTVILLE, N. J.

illustration 12: "Catalogue . . . of . . . Suburban Homes"



No. 209 MAPLE AVENUE. LARGE THREE-STORY MANSION.

Illustration 13: 209 Maple Avenue

illustration 13: 209 Maple Avenue
This and the next two illustrated houses were for sale in
"Merchantville, N.J.: One of the Most Desirable Locations
for a Suburban Home," offered by the New Jersey Trust and
Safe Deposit Company, circa 1900.



No. 217 MAPLE AVENUE. THREE STORY MANSION.

Illustration 14: 217 Maple Avenue

illustration 14: 217 Maple Avenue



No. 231 WALNUT AVENUE.

at 1800 Lbs. Range, Heater, Hot and Cold Water, Water Closet, and New Living Side Walk.

illustration 15: 231 Walnut Avenue



Railroad Station



illustration 16: Railroad Station and Public School, amenities advertised in the "Illustrated Catalogue" of the Merchantville Real Estate Exchange, circa 1900.

brochures made a strong appeal. "The community is particularly healthy, the percentage of mortality being as low as that of any other town of its size in New Jersey."⁴² And, in reference to the women of Merchantville,

God bless them! every one of them is an earth angel. Be she matron or old maid or young she is a physical beauty and a mental paragon.⁴³

The 1907 Hopkins Atlas illustrates the impact of commercialization upon Merchantville's density. (illustrations 17-19) The subdivision pattern that defined the borough in the early twentieth century has changed little since then. By 1907, the Cattell Development had reached the level of construction which it approximates today. The most significant change to this period's grid has been the demolition of Maple Avenue's mansions and clearing for large commercial, institutional and multi-family residential buildings in recent years.

⁴²Merchantville Real Estate Exchange, "Catalogue ...of... Suburban Homes."

⁴³Merchantville Real Estate Exchange, "...A Glance at Merchantville...", 4-5.



illustration 17: G.M. Hopkins, Atlas of the City of Camden, 1907
plate 31



illustration 18: G.M. Hopkins, Atlas of the City of Camden, 1907, plate 32



illustration 19: G.M. Hopkins, Atlas of the City of Camden. 1907, plate 33

Profile of the New Community

The 1880 Census reported 440 residents living within 73 households in the Incorporated Borough of Merchantville; this population included 37 non-whites, all of whom were servants or cooks. Of the 73 household heads, 24.6% were New Jersey-born, 35.6% Pennsylvania-born, and 38.3% foreign-born. At the turn of the century, the Census Report indicated that Merchantville's population had increased to 1,608 residents residing in 336 dwelling houses, and by 1910, 1,996 residents within 446 dwellings.⁴⁴ The promoters of Merchantville inflated these figures; William Longstreth's real estate catalogue advertised the population as greater than 2,500 residents in 1898.⁴⁵ This next section will review the occupational, religious, and social profile of the early residents.



⁴⁴Census Reports, 1880, 1900, 1910, Camden County Historical Society, Camden, New Jersey. The 1890 census data is not available.

⁴⁵Merchantville Real Estate Exchange, "...A Glance at ...," 1.

1) Occupations⁴⁶

The residents of Merchantville as recorded in 1880 represented a broad spectrum of occupations: bookkeeper, lace importer, wheelwright, stockbroker, architect, British Vice Consul, journalist, fire and mortgage insurance agent, sea captain, and predominantly, the new manufacturing middle class. Walnut Avenue, located in the heart of Cattell's speculative development, boasted manufacturers of frames, envelopes, dental instruments and hosiery. This general clustering of occupations by street existed throughout the borough. Park Avenue, too, was the home of middle class merchants and manufacturers. Chestnut Avenue, the location of the railroad line, and Centre Street, which by 1880 supported some commercial activity, both had smaller dwellings that primarily housed a laboring class -- stone mason, gardener, carpenter -- nearly half of whom were foreign-born. The laboring class also resided along the highly trafficked Chapel Road. Maple Avenue mostly served as the early borough's boulevard for the upper middle class elite; along this shady tree-lined street silverware manufacturer Harrison Robbins, dry goods merchant William Kempton and architect Henry Alexander Macomb had their mansions built. (illustrations 20-23)

2) Religions

The Methodists were the first religious group to organize in the new suburb. Before constructing their own edifice, they met in David

⁴⁶Census Reports, 1880. All occupations and addresses of residents were extracted from this source.



illustration 20: Residence of George Crump, British Vice Consul, 104 E. Maple Avenue, built circa 1867.



illustration 21: Residence of Edward S. Hall, U.S. Naval Clerk, 59 W. Maple Avenue, built circa 1869, altered circa 1905.



illustration 22: Residence of Ferderick Gerker, merchant and glue manufacturer, Maple Avenue between St. James and Westminster, built circa 1857.

W. Maple Ave Residence. Merchantsville, N.C.



illustration 23: Residence of William Kempton, dry goods merchant, 52 W. Maple Avenue, built circa 1869, altered 1908.

Stetson's house (formerly owned by John Loutey) on the north side of Maple Avenue, from approximately 1863 to 1865. Subsequently, the Methodists assembled in a one-story frame schoolhouse on the southeast corner of Maple Avenue and Chapel Road. On August 4, 1865, the Methodist Episcopal Church was incorporated under the name of Trinity Chapel of Merchantville.⁴⁷ The congregation raised funds and on March 18, 1866, a new frame structure was dedicated on land given by James Finn and William Howell at the southwest corner of Maple Avenue and Chapel Road.⁴⁸ Matthais Homer and both Alexander G. and Elijah G. Cattell were members of the Methodist Church. A larger church replaced the frame structure in 1895. (illustration 24) Resident and architect Arnold H. Moses, an active member of Grace Episcopal, executed alterations and additions to Methodist Episcopal in 1916.⁴⁹

John Homer, son of Matthias, and Reverend Thomas W. Cattell, head of the Oak Grove Academy for Boys, were instrumental in organizing the first Presbyterian Church, which began its services in 1871 at the Academy, and later at Merchantville Hall. The Presbyterians completed and dedicated their first church at the southwest corner of Maple Avenue and Centre Street in 1876. (illustration 24) Other early Presbyterians in Merchantville were the Shinn, Furber, Spangler, Eastlack, Hollinshead, Shivers and Rudderow families. The church was expanded circa 1925 and rebuilt in 1955.⁵⁰

⁴⁷Polk, no. 11.

⁴⁸Cordery, 73.

⁴⁹Philadelphia Real Estate Record and Builders' Guide, vol. 31, 7 June 1916. Hereafter this reference will be cited as PRERBG.

⁵⁰Polk, no. 11.



Rev. J. M. Barnard



W. M. N.



1294



illustration 24: First Presbyterian Church; Trinity M.E. Church as viewed in "Illustrated Catalogue," circa 1900.



C. E. N.



illustration 25: Grace P.E. Church; First Baptist Church as viewed in "Illustrated Catalogue," circa 1900.

Grace Episcopal Church was the third church to be chartered in Merchantville. The parish was incorporated in 1873, with its early meetings and services held at George Crump's Maple Avenue house. The initial vestrymen included George Crump, Joseph Bayliss, Robert B. Knight, and architect Henry A. Macomb, who served as Warden from 1873 until his death in 1933. Before building their first edifice in 1878 at the northwest corner of Park Avenue and Centre Street, the Episcopalians also met in Trinity Methodist's chapel, then in Merchantville Hall. Reverend Richard George Moses began as Rector in 1883. The parish purchased land along the north side of Maple Avenue east of Centre Street in 1889 for \$2,700. Henry A. Macomb designed this home for Grace Episcopal which was dedicated in 1894.⁵¹ (illustration 25) Two other architects were linked to Grace Episcopal Church: Arnold H. Moses served as clerk, and secretary and treasurer of the Sunday School; and Arthur Truscott, superintendent of the Sunday School.⁵²

The First Baptist Church has always been located near the Cattell Development. The first meeting, held in Joseph R. Wiltshire's home, and the first Bible School, in Merchantville Hall, were organized in 1889. The church was formally organized in 1890, which was also when the parish purchased land at the corner of Centre Street and Rogers Avenue and had a frame structure built. By 1901 the growing congregation required a larger building; it acquired the site at the northeast corner of Centre Street and Walnut Avenue for \$3,000. The stone,

⁵¹Ibid.

⁵²Merchantville Directory, 1898.

Gothic-style church was completed and dedicated in April 1906.⁵³
(illustration 25)

The Friends in Merchantville, who were independent, neither Hicksite nor Orthodox Quakers, began weekly meetings in 1895. They constructed the Merchantville Friends Meeting, a brick structure along Maple Avenue, in 1901, and remained there until the building was sold in 1923.⁵⁴

The Catholics were represented early in the community by Ferderick Gerker and Patrick Cunningham. A sanctuary was set up in Gerker's home and later Cunningham housed the rectory for St. Peter's first rector. In 1884, Peter F. Cunningham, head of the Philadelphia firm Peter F. Cunningham & Son, publisher of Catholic books, moved to Merchantville and began to work towards establishing a Catholic mission. Mass was celebrated in Merchantville Hall by 1902. The parish purchased a site along the north side of Maple Avenue between Alexander and Morris Streets. St. Peter's Roman Catholic Church was completed and dedicated in 1908. The Catholic residents of Merchantville included John Burleigh, Gottlieb C. Mick and builder George C. Tilton.⁵⁵

3) Institutions and Societies

The new suburb soon had many active institutions and societies. Merchantville Hall was built in 1871 to serve as a center for public

⁵³Polk, no. 11.

⁵⁴Ibid.

⁵⁵Ibid.

meetings and entertainment. The hall housed the Merchantville Lodge No. 119, Free and Accepted Masons, and Merchantville's Amity Lodge No. 166.⁵⁶ Merchantville Hall was also used by residents of neighboring Stockton Township.

The colored brethren and sisters of Homesteadville, otherwise Matchtown, will give a grand promenade concert and literary entertainment in Merchantville Hall on Thursday evening, June 6th. During the evening, polite lady attendants of sable complexion, will disburse refreshments to the hungry and thirsty participants.⁵⁷

In 1893, Collins and Pancoast Hall became the new social center; both the Masons and the Playcrafters, a theatrical group, made this their permanent home.

By 1898 Merchantville also had a public library; Odd Fellows, Patriotic Order Sons of America, Knights of the Golden Eagle, and Order of Sparta lodges; a Gentlemen's Club; Field and Cricket grounds; Progressive Euchre Clubs; Firemen's Club; Merchant's Protective Association; and Merchantville Improvement Society.⁵⁸

Underneath the detailed narrative of Merchantville's history and development lies a framework of events and conditions prerequisite to the growth of a suburb. The key components of this pattern are the following:

⁵⁶Polk, no. 7.

⁵⁷WJP, 22 May 1878

⁵⁸Merchantville Real Estate Exchange, "...A Glance at...", 3.

1) Motivation to leave the congested city in pursuit of the romantic ideal of a home in the country;

2) A favorable economy for investment and construction: developers to purchase, clear, and assemble lots for sale; and financial mechanisms such as building and loan associations to assist the home-owning process;

3) Transportation facilities to maintain the urban/suburban connection;

4) Real estate promotion by media and brokers; possibly the lure of a summer resort or model housing to attract investors and residents;

5) Establishment of an institutional and commercial infrastructure to support a comfortable lifestyle;

6) Primarily builder-designed residential construction, and in some cases, architect-designed homes;

7) Organization and activity of a municipality.

This outline should be applicable to the study of most suburbs' history and development. The way in which communities build upon these mechanisms defines their individual heritage: architectural, historical, and cultural. For Merchantville, the character established between 1850 and 1910 continues to give the community a sense of place and identification with a common history.

The pre-World War I housing stock in Merchantville can be attributed to both architects and builders: Maple Avenue primarily by the former; the Cattell Development by the latter. There were, however, architects commissioned for the standard 60 foot by 250 foot lots. In fact, I have identified surviving architect-designed houses in the development in numbers comparable to those along the fashionable boulevard. This discovery is not surprising when one considers the twentieth century evolution of Maple Avenue into the address for institutions, commercial activity, and multiple-family dwellings versus the continuous single-family residential character of the Cattell tract. My conclusion that architect-designed buildings once lined Maple Avenue is based upon photographs and announcements in the Philadelphia Real Estate Record and Builders' Guide (PRERBG) collated with Merchantville city directory listings. Part of this chapter will be devoted to an analysis of architects practicing in Merchantville: their training, projects and associations. The architecture itself is presented briefly below, then in survey format as Appendix B: Architectural Catalogue of Merchantville.

Architects of the Suburb

Because Merchantville developed as a suburb to Philadelphia, its architecture was influenced by this urban center. Residents commuting to their businesses could easily meet or work with Philadelphia firms. Merchantville's most prominent architects, resident or not, received their training with popular late-nineteenth century Philadelphia architects such as Samuel Sloan, James Windrim, Theophilus P. Chandler, the Wilson Brothers and Company, and Cope and Stewardson. Several interesting associations link the suburb's early architects who typically resided in the borough and maintained offices in Merchantville and/or Philadelphia.¹

Arthur Truscott appears to be the most integral figure in the Merchantville architectural matrix. Truscott began his architectural career in 1875 as a clerk in the Philadelphia office of Samuel Sloan, who in addition to his prolific practice, published designs in Godey's Ladies' Book. While with Sloan, Truscott met Isaac Pursell, who was to purchase two lots from Cattell in 1881 and build his half-timbered, Queen Anne-style residence (101 East Walnut Avenue). Both Truscott and Pursell followed in Sloan's footsteps: Truscott published his residential designs in Godey's Ladies' Book from 1885 to 1886; Pursell served as staff architect for Mrs. Rorer's Household News in

¹Except where noted otherwise, the dates and associations of architects in this analysis are based upon city directory searches and other data compiled and held by the Athenaeum of Philadelphia for the forthcoming publication to which this author was a contributing researcher: Sandra L. Tatman, Athenaeum Biographical Dictionary of Philadelphia Architects (Boston: G.K. Hall, 1984).

the 1890s. Another practicing and publishing architect was Isaac Hobbs, principal architect of Godey's Ladies' Book. His design for Harrison Robbins' Maple Avenue carriage house and stables appeared in this publication and in his 1873 pattern book.² The Robbins' Mansion was also published in Godey's. (illustrations 26 and 27)

I suspect the Truscott-Pursell relationship surfaced later. Pursell moved on to design Baptist, Lutheran, and Episcopal churches in Philadelphia and to become a leading codifier of plans for Presbyterian churches and manses. Approximately thirty-two of his designs appeared in the Annual Reports of the Presbyterian Church of the United States Board of Church Erection. Charles W. Bolton, a major Philadelphia architect and Germantown resident, who with Pursell, published extensively in the Annual Reports, designed Presbyterian, Baptist and Lutheran churches and Synagogue B'nai Abraham at 5th and Lombard Streets in Philadelphia.³ He also received non-ecclesiastical commissions in Merchantville. The PRERBG announced two frame Queen Anne cottages (1887), a two-story frame store with basement (1888), and plans for four residences (1891), all for Mr. Clinton Dickey.⁴ The triangle between the three men was completed in 1910 when Truscott was listed in the Philadelphia city directory as a draftsman in the

²Isaac R. Hobbs & Sons, Architects, Hobb's Architecture: Contain- ing Design and Ground-Plans for Villas, Cottages, and Other Edifices, both Suburban and Rural; with Rules for Criticism, and an Introduction (Philadelphia: Lippincott & Co., 1873), Design XLI.

³Philadelphia architectural commissions extracted from Clio Index, courtesy of Clio Group, Inc.

⁴PRERBG, vol. 2, 30 May 1887; vol. 3, 17 September 1888; vol. 6, 2 December 1891.

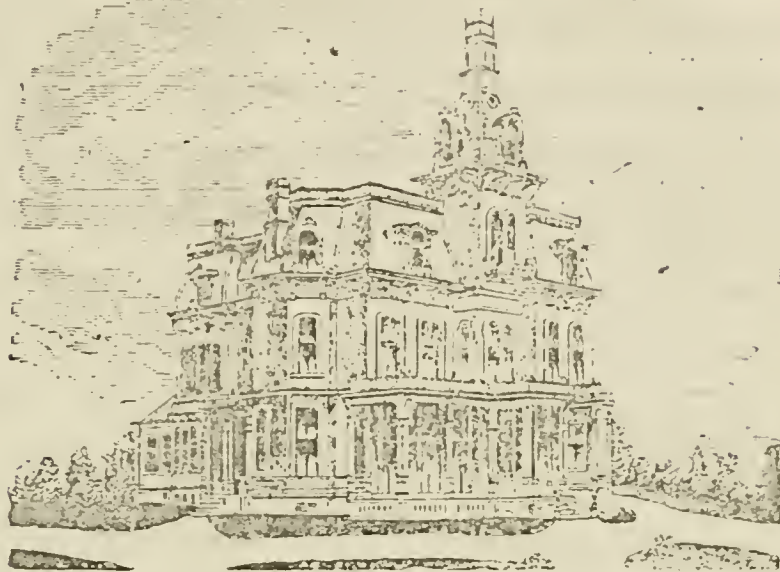
N Maple Ave. Merchantville, N. J.



illustration 26: Harrison Robbins Residence, 210 E. Maple Avenue, built 1872. Designed by Isaac Hobbs.

SUBURBAN RESIDENCE.

Drawn expressly for Godey's Lady's Book, by ISAAC H. HOBBS & SONS, Architects, 436 Walnut St., Philadelphia.



THE above design is in the French style. It possesses a beautiful Mansard roof of an elegant oval form. The building is in process of erection at Merchantville, N. J., three miles from Camden, in a fine situation, standing one hundred feet above the Delaware River. It is owned by Mr. Robbins of the firm of Mead & Robbins, silver-smiths, at the corner of Ninth and Chestnut Streets, Philadelphia.

It will be observed that the outline is of a very graceful yet grand appearance; the house is quite large, and all of the lines giving prominence to it have been well considered. The house is now under roof, and the above is a perfect representation of it. It will cost when finished \$25,000. It presents a much more costly appearance.

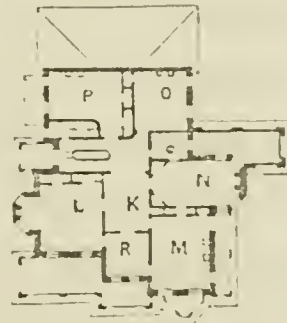
We are supplying plans for making buildings in other localities, and it is our practice so to vary our designs that something new shall appear in each of them.



FIRST STORY.

First Story.—A main hall, 10 feet wide; B parlor, 23 feet 6 inches by 15 feet 4 inches; C sitting-room, 30 feet by 15 feet 0 inches; D sitting-room, 24 feet 6 inches by 16 feet; E dining-room, 18 feet by 14 feet 11 inches; F dining-room, 20 feet by 14 feet 11 inches;

G kitchen, 13 feet 9 inches by 13 feet 11 inches; H kitchen, 13 feet 8 inches by 13 feet 11 inches; I vestibule, 13 feet 2 inches by 11 feet; J side hall, 7 feet 11 inches wide; K carriage porch.



SECOND STORY.

Second Story.—K hall, 10 feet wide; L chamber, 22 feet 9 inches by 17 feet 6 inches; M chamber, 16 feet 8 inches by 13 feet 8 inches; N chamber, 17 feet by 26 feet 4 inches; O chamber, 15 feet by 16 feet 4 inches; P chamber, 18 feet by 20 feet; Q bath-room, 9 feet 2 inches by 12 feet 9 inches; R dressing-room, 10 feet by 10 feet 4 inches.

Nearly one-half the type setting on the Paris literary papers is done by women.

A drama by Sophocles was performed one night in Dublin. At the end of the play there was a loud and general call for the author, and the manager was obliged to come before the curtain, and beg that Sophocles might be excused, as he had been dead two thousand years!

A woman in Massachusetts recently built a nest with lace collars pilfered from ladies in the neighborhood.

Courtesy of Dr. John H. Hobbins.

illustration 27: Harrison Robbins Residence in Godey's Lady's Book and Magazine, 1869. Designed by Isaac Hobbs.

office of Charles W. Bolton & Son, specialists in church architecture.

Arthur Truscott left Samuel Sloan to join Theophilus P. Chandler's office, where he worked from 1877 to 1883. Here was Truscott's introduction to Arnold H. Moses of Merchantville, who pursued his first professional training with Chandler from 1878 to 1881. Chandler was soon to head the University of Pennsylvania's architecture program. Between 1911 and 1930, Truscott was listed as an instructor at Drexel University, where he headed the program in the School of Architecture (1895-1913) and the Department of Engineering (1913-1915). Moses was no stranger to academia; he eventually taught courses in building construction at Temple University.

Although Moses left T.P. Chandler's firm in 1881, his association with Truscott had not ended. Moses's next position was in the office of the Wilson Brothers & Company, where he remained until 1886. Truscott made the same move in 1883. It was during his first year with Wilson Brothers & Company that Truscott became a founding member of the Philadelphia T-Square Club and nominated Moses to the organization. Before leaving the firm in 1887, Truscott designed the Gothic details on Joseph M. Wilson's Broad Street Station for the Pennsylvania Railroad. Truscott's architectural sophistication is evidenced clearly in his Richardsonian Shingle Style residence at 19 Springfield Avenue in Merchantville (see Appendix B). The circa 1892 building recalls the Stoughton House in Cambridge, Massachusetts, designed by Henry Hobson Richardson in 1882-83.⁵ Truscott combined a similar

⁵Vincent J. Scully, Jr., The Shingle Style and the Stick Style (New Haven: Yale University Press, 1971), plate 37.

recessed entry with Shingle Style massing, asymmetrical gables and fenestration and an octagonal porch to create a unique interpretation of the fashionable architecture.

Arnold H. Moses executed more commissions in Merchantville during the pre-World War I period than all other architects combined. This record is understandable considering Moses's prominent role in community affairs. Not only was he the son of Reverend Richard George Moses, Rector of Grace Episcopal Church, but he was a leader in church activities himself as well. This association likely introduced him to several clients. In addition, Moses held positions as Councilman (1893), Plumbing Inspector, and a Director of the Merchantville Building and Loan Association.⁶

During the late 1880s, Moses and his partner Guy King were designing frame cottages in the Cattell Development for \$5,000 and a Maple Avenue residence for Mr. Scudder for \$10,000. Moses and King added George F. Ferris to manage the firm's engineering in 1890.⁷ They designed fewer residences in Merchantville after 1890, although they did publish a design for John D. Fitzgerald's house in 1893. (illustration 28). During this time, builders dominated construction along Chestnut, Walnut, and Cedar Avenues. By at least 1912, Moses practiced independently, continuing residential work in Merchantville, but primarily institutional and civic buildings. His commissions included designing alterations and additions to the Baptist Church

⁶Merchantville Directory, 1898.
⁷PREREG, vol. 5, 7 May 1890.



illustration 28: Design for John D. Fitzgerald Residence by Moses & King, published in American Architect and Building News, 1893.

(1904) and Trinity M.E. Church (1916), moving and conversion of a residence for the Merchantville Country Club (1921), and plans for the First National Bank (1921) and Merchantville's high school (1926).⁸ While in partnership with J. C. Jeffries, Moses also designed Borough Hall (1928).⁹ For a complete list of Arnold H. Moses's Merchantville commissions cited in PRERBG, see Appendix A. His Philadelphia projects included residences, schools, and clubhouses; the Athletic Club for the Schuylkill Navy at 1626 Arch Street (1889) and the Powelton Club at 300 N. 35th Street (1894).¹⁰

Truscott and Moses were not the only Merchantville representatives at Wilson Brothers and Company. Henry Alexander Macomb, who lived in the borough throughout most of his career, was the firm's Principal Assistant Architect, having worked there from 1876 to 1899. In Merchantville, Macomb designed his Maple Avenue residence (1888), Grace Episcopal Church (1894), residences for William Early (1901) and Arthur Corrance (1908), the public school (1914), and subsequent alterations and additions, and renovations to S.P. Howe's residence (1917).¹¹ The first three projects of this building list demonstrated Macomb's familiarity with and mastery of contemporary Queen Anne, Gothic Revival, and Colonial Revival styles. (See Appendix B) The

⁸PRERBG, vol. 19, 15 June 1904; vol. 31, 7 June 1916; vol. 36, 25 May 1921; vol. 36, 2 February 1921.

⁹PRERBG, vol. 43, 4 January 1928.

¹⁰Clio Index

¹¹The identification of Macomb's residence is based upon the Merchantville Directory, 1898, and an original building plaque; the Grace Episcopal commission is extracted from Polk, no.11. The remaining references are from the PRERBG, vol. 16, 20 November 1901; vol. 23, 5 August 1908; vol. 29, 22 July 1914; vol. 32, 4 April 1917.

gable within a gable detail of his Queen Anne-style residence recalls McKim Mead and White's Newport Casino (1879-81) and Wilson Eyre, Jr.'s Chestnut Hill residence for William A. Potter (1881-82).¹² In 1904-05, Macomb was listed as having his office at the same Philadelphia address as Truscott; Macomb eventually practiced from a Merchantville office, designing chiefly commercial, institutional and ecclesiastical buildings.

Truscott, Moses and Macomb, all three Wilson Brothers and Company architects, held responsible positions with Merchantville's Grace Episcopal Church: Arthur Truscott, Superintendent of Sunday School; Arnold H. Moses, Clerk, and Secretary and Treasurer of Sunday School; and Henry A. Macomb, Senior Warden.¹³

One last connection with Wilson Brothers and Company was Charles J. Brooke, whose position from 1891 to 1895 overlapped Macomb's association with the firm. Brooke, who lived in Merchantville by at least 1898, maintained offices in Philadelphia and, as early as 1908, concurrently had established a firm in the borough. While in Philadelphia, he shared office space and possibly a practice with Albert Yarnall (1903) and William S. Allen (1905-07). Most of his documented work is in the West Philadelphia neighborhood. His commissions in Merchantville included residences for Coates Walton, Jr. (1904), Ralph M. Kellum (1905), and a bungalow for Samuel Johnson (1910) at Plymouth Place near Church Road.¹⁴

¹²Scully, plates 97, 112.

¹³Merchantville Directory, 1898.

¹⁴PRERBG, vol. 19, 3 February 1904; vol. 20, 1905; vol. 25, 2 November 1910.

Other architects in Merchantville were residents who designed their own homes, such as Truscott and Pursell, or outsiders who were awarded isolated commissions. Based upon the level of architectural detail and deed searches, I conject that architect Henry J. Crump, son of builder John Crump, designed his home at 1 Chestnut Street, circa 1889. (See Appendix B) In 1896, the PRERBG announced that Crump had offices with Arnold H. Moses in Philadelphia.¹⁵ The two are also sharing an address in the 1901-03 Philadelphia city directories.

Thomas Stephen, Chairman of the Merchantville Shade Tree Commission, resided in the borough for 61 years while maintaining a practice in Camden. Although I could not identify any of his commissioned work in Merchantville, he probably designed his Colonial Revival-style house at 23 Linden Avenue. (See Appendix B) Stephen, whose work in Philadelphia was primarily factory alterations and additions,¹⁶ had a prolific career in Camden and South Jersey.

Architect Harry E. Stevens was listed as living at 30 East Cedar Avenue in the 1898 Merchantville Directory. Deed searches indicate that the lot was unimproved until at least 1895. I attribute the integrated Queen Anne-style detailing and Shingle Style massing of the house at that address as being the work of Stevens. (See Appendix B)

Albert Edward Westover, Jr. moved to Merchantville circa 1911; he designed a factory and store for Arthur R. Craig. The University of Pennsylvania Archives listed Westover as Certificate of Professor of

¹⁵PRERBG, vol. 11, April 1896.

¹⁶Clio Index.

Architecture, 1915; he eventually altered the Univeristy's Kappa Alpha Fraternity.¹⁷ Westover also completed at least seven theaters in Philadelphia (1910-12).¹⁸

Harrison Albright, who began his brief Philadelphia practice in 1886, designed a residence for M. R. Longacre, Jr. of Merchantville in 1889.¹⁹ Albright executed several English-style residences in the Oak Lane section of Philadelphia before moving to West Virginia, and then to California.

H. Bloomfield Bare, an English architect, lived in the Philadelphia area for approximately five years, during which he designed Merchantville's Gentlemen's Club House (1892).²⁰ In Philadelphia, he is attributed with a residence for Dr. Charles S. Turnbull, Allens Lane.²¹

Although across the street from the Cattell Development and technically in Pennsauken, Cope and Stewardson designed a residence for Nathan Cowen (1889).²² I suspect Arthur Truscott again was connected with this commission since he began working in Cope and Stewardson's office in 1887.

Finally, I have identified two other residents listed as architects in Merchantville's 1911 directory, Edward Wenzelberger and J.C. Wilker, but have been unable to locate any of their projects.²³

¹⁷PREREG, vol. 51, 16 December 1936.

¹⁸Clio Index.

¹⁹PREREG, vol. 3, 2 January 1888.

²⁰PREREG, vol. 7, 27 April 1892.

²¹Clio Index.

²²PREREG, vol. 4, 10 April 1889.

²³Merchantville Directory, 1911.

The Built Environment

Both the architects and the builders shaping the built environment of the young community relied upon contemporary high-style sources, translating forms and details into a style more appropriate for the middle class suburban setting and client. The builders, who further simplified and standardized designs to produce several identical or slightly different cottages, also may have referred to pattern books.

The combined inventory of architect- and builder-designed edifices in Merchantville reveals a variety of styles, all of which are typical of that period's suburban architecture: Gothic Revival, Classical Romanticism, Italianate, Stick Style, Queen Anne, Shingle Style, Victorian Commercial, Colonial Revival, and towards the end of this pre-World War I development, bungalows. The interpretation of these styles, as will be seen in Appendix B, ranges from the vernacular to sophisticated design.

"We're convinced that Colonial architecture is best for Merchantville."¹ This recommendation by the borough's 1961 Architectural Review Committee has left a lasting impression upon Merchantville, particularly in the commercial area.

Fortunately, today tastes have evolved to the point where citizens and the municipal government appreciate the town's Victorian character and have begun to incorporate awareness of this heritage into the planning process. Merchantville's renewed interest in Victorian style coincides with the first national rekindling of this architectural and decorative arts movement: Cape May, New Jersey; Reading, Pennsylvania; Denver, Cincinnati, Houston, and San Francisco are among the many towns and cities actively encouraging preservation and promotion of their Victorian heritage. In addition,

Recent census data confirm that Americans are, for a variety of reasons, moving to such locales [small towns and rural areas] in numbers never before witnessed. This movement has been a source of vitality in many communities as newcomers renovated old houses and injected funds into dying downtowns...²

The purpose of the following is to review the population and mechanisms shaping Merchantville in the 1980s, a time when the community is rediscovering its past.

¹Cordery, 93.

²Christopher E. Duerksen, A Handbook on Historic Preservation Law. (The Conservation Foundation and the National Center for Preservation Law, 1983), 26.

Population³

Merchantville, one of thirty-seven boroughs and townships that comprise Camden County, ranks 26th in population size. As of 1980 the borough had 3,972 residents, approximately twice the 1910 population. The 1980 figure represents a 10.2% decrease in population since 1970; affluent municipalities such as Audubon, Collingswood, Haddon Township, and Pennsauken show an equivalent decrease although the county has experienced a 3.4% increase.

Merchantville's racial composition is 98.8% white, .5% black, .4% Asian and Pacific Islander, and .2% other. The four predominant ancestral groups are English (26.5%), Irish (22.4%), German (18.5%), and Italian (14.3%). New Jersey-born residents currently account for 52.8% of the population versus 24.6% in 1880; 4.2% are foreign-born versus 38.3% in 1880.

The age distribution in Merchantville is as follows:

under 1 year - 21	28.3%
22-44	29.5%
45-64	22.4%
65+	19.8%

Merchantville's median family income (\$22,687) ranks tenth highest in the county and its per capita income (\$8,438) ranks sixth highest. The borough's 395.8 acres contain 1,636 year-round housing units; 1,572 are occupied. Of these, 614 are renter-occupied. The types of housing units are:

single, detached	712 units
single, attached	203
duplex/twin	227
3 and 4 units	142
5 or more units	352

Merchantville has no mobile homes or trailers.

The place of work and means of transportation to work are as follows:

Worked in state of residence:	
In county of residence	904 residents
Outside county of residence	115
Worked outside of state	605
Not reported	<u>88</u>
Total	1712
Car, truck or van:	
Drive alone	1155
Carpool	209
Public transportation	201
Walked only	110
Other means	14
Worked at home	<u>49</u>
Total	1738

The discrepancy in totals appears in the Census Reports.

In summary, Merchantville is a relatively small, white, middle to upper middle class community. It has a substantial elderly and young family-age population which resides primarily in single, detached dwellings. The predominate reliance on private vehicular transportation to places of employment indicates that Merchantville is no longer the typical commuter suburb of Philadelphia that it was a century ago; in part, this change may be a result of the cessation of railroad service in the early 1970s.

³The above statistics are based upon 1980 Census Reports, courtesy of the Camden County Planning Commission, Camden, New Jersey

Preservation Activity

The community's awakened interest in its Victorian past is largely attributable to the Merchantville Historical Society, which was formed by 1973 in preparation for the Bicentennial. The organization is comprised of sixteen mayor-appointed members and approximately forty auxiliary members, many of whom are young couples restoring homes in the former Cattell Development. The Merchantville Historical Society has coordinated the granting of plaques to one hundred-year-old homes, walking tours, "Fixing Your Old House" workshops, and a "Victorian Evening" social. They have interviewed long time residents and published a book of oral histories. The society has prepared a "how to" brochure for deed searching, which several members have used successfully, and has begun to assemble a library of restoration assistance books to add to their ongoing collection of historical materials. The Historical Society would be the optimal source for public relations and education activity in any preservation program. The members already have expressed their support and cooperation in executing an historic sites survey.⁴

To date, fifteen buildings and nine sites in Merchantville have been included in a Camden County survey. Approximately ten buildings have received honorific plaques from the Historical Society. No buildings or sites are listed in the New Jersey Register of Historic Places. Collins and Pancoast Hall is the only building listed in the National Register of Historic Places. (see Appendix B)

⁴Merchantville Historical Society Meeting, February 23, 1984.

Master Plan

The enthusiasm of the Historical Society has been matched in the goals stated in Merchantville's 1980 Master Plan Update, which strongly emphasizes the importance of community appearance. The Plan recognizes that "the Borough need only look to its nineteenth century origins to find the source of the genuine and distinctive tone that establishes Merchantville's sense of place," and recommends that "the Borough capitalize on its nineteenth century quality as an appropriate, attractive theme to which to relate the image of the downtown and the larger community."⁵

The 1980 Master Plan Update introduced preservation into public policy. As a result, residential districts were re-designated R-1 through R-4, with the intent of allowing more income-producing property uses, and hence, preservation of housing stock in blighted areas. However, objectives for residential areas also include "to discourage the presence of absentee landlord holdings in the Borough and prevent the illegal conversion of single family units to apartments or boarding homes."⁶ A willingness to allow legitimate conversions of single family units into rental properties could prove to be a successful preservation tool: owners of rental properties can qualify for investment tax credits for certified rehabilitations of historic structures, which would enhance the community as a whole.⁷

⁵Borough of Merchantville, Master Plan Update, December 1980, 23-24.

⁶Ibid., 16.

⁷Economic Recovery Tax Act of 1981 (P.L. 97-34).

For the downtown, the Planning Board advocated a change in the zoning ordinance to designate a "Design District" in the commercial area (see below) and implementation of a program of community identification based on the borough's design heritage, for instance, an appropriate logo for community literature and street furniture. The master plan will be updated again in 1985.

Municipal Code⁸

1) Miscellaneous Ordinances

The Planning Board, as authorized by the Code of the Borough of Merchantville, consists of nine members including the mayor, a municipal officer other than a member of the governing body, a member of the governing body to be appointed by it, and six other citizens appointed by the mayor. (94-64) Ordinances must ultimately be approved by a six-member Borough Council. A Citizens Advisory Committee, authorized by New Jersey's Municipal Land Use Law, is appointed by the mayor to aid the Planning Board. The Committee consists of seven residents of the borough, one of whom is a member of the Merchantville Chamber of Commerce or the owner or operator of a commercial business located in the borough, and one of whom shall be a member of the Merchantville Historical Society. (94-71) A Zoning Board of Adjustment is empowered to grant variances and hear appeals on the enforcement of zoning ordinances. (94-74)

Merchantville's code grants the tax assessor authority to allow tax abatements in accordance with the provisions of N.J.S.A. 54:4-3.72 et seq. (77-1) This New Jersey statute permits municipalities to abate increases in property taxes which would result from home improvement or rehabilitation for a maximum of five years. Merchantville, which adopted the provision in 1979, limits the amount of abatement to \$4,000 per qualifying dwelling unit. (77-2)

⁸Borough of Merchantville, Code of the Borough of Merchantville.
Note: All specific references to chapters in this work are included in the text.

2) Zoning Ordinances

The zoning ordinance of Merchantville divides the borough into four residential districts, R-1 through R-4, and the business district, B-1. (illustration 29) The permitted use of buildings in R-1 Residential Districts is single-family dwellings; conditional uses are professional offices provided that the owner of the property shall be the resident, community residences for the developmentally disabled, and community shelters for victims of domestic violence housing more than six persons including staff. (94-19, 94-26.1) The R-2 Residential Districts only permit single-family dwellings. (94.26.2) The R-3 Residential Districts allow single-family dwellings and churches, chapels, or other places of worship, including a parish house and Sunday School buildings. (94-27) In R-4 Residential Districts, single-family dwellings, home occupations, and two-family dwellings, multi-family buildings, and senior citizen multi-family buildings subject to certain requirements are permitted. (94-35) The B-1 Business Districts are allowed to contain an extensive list of commercial uses and commercial/residential buildings. (94-44) Except for commercial B-1 areas near Centre Street, the original Cattell Development is currently zoned R-3 and Maple Avenue is zoned R-1.

On June 13, 1983, the Borough of Merchantville adopted an ordinance to amend the existing zoning to include a Design District with regulations applying to all areas designated as B-1.⁹ The purpose of

⁹All references to the Design District are based upon supplemental pamphlet "An Ordinance to Amend the Zoning Ordinance of the Borough of Merchantville to Add a Design District Ordinance," Ordinance No. 606, adopted June 13, 1983. Specific pages are cited in the text. See Appendix C for the complete ordinance.



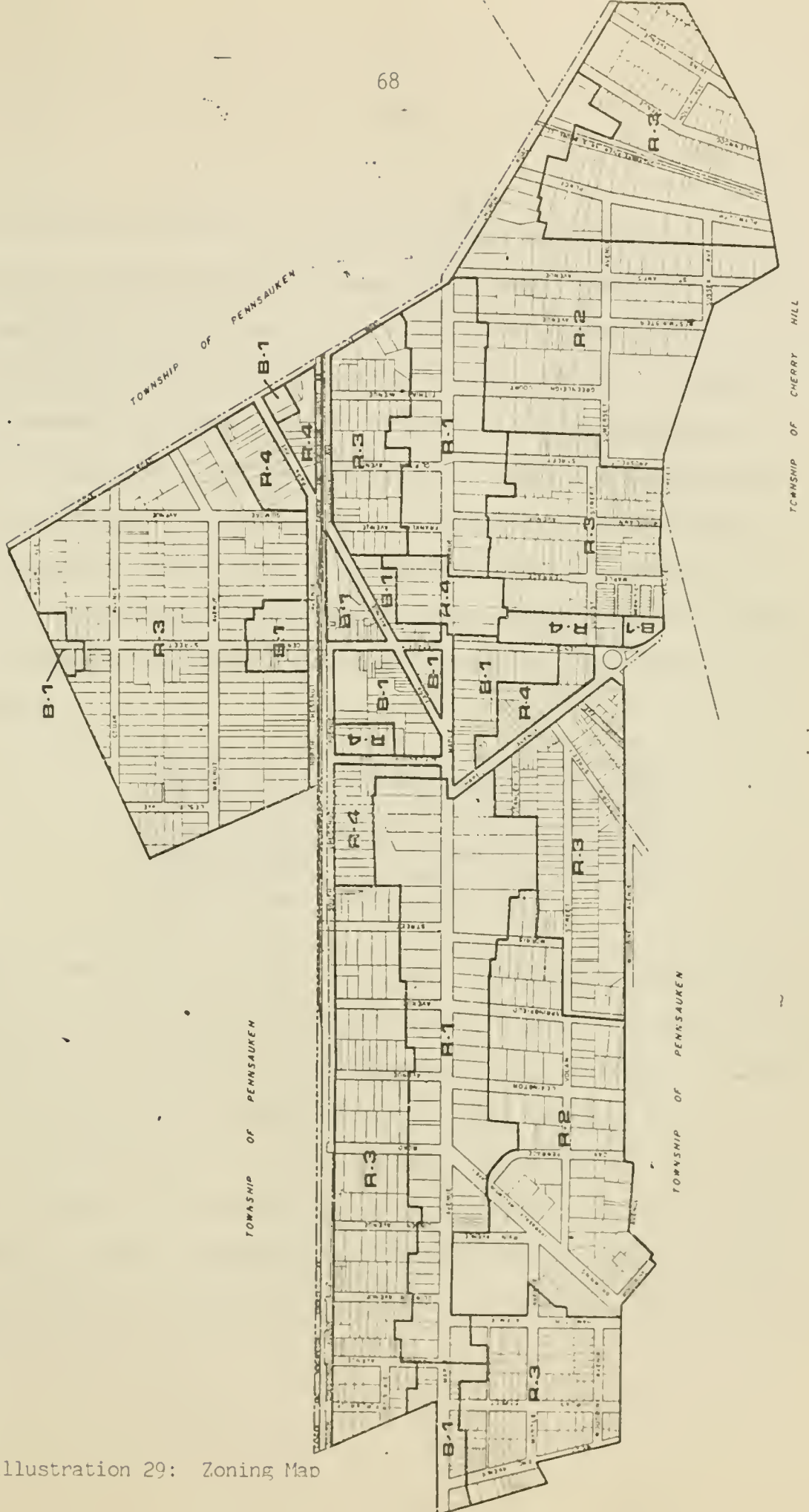


illustration 29: Zoning Map

these regulations is "to promote the general welfare by preserving the exterior architectural heritage of the Design District." (1) More specifically, the intent is: to rejuvenate and sustain the business district; to control new exterior construction in order to enhance the streetscape and maintain its character; to bring disharmonic structures into consonance with streetscape design; to stabilize and improve property values; to foster civic pride and beauty; and to restore and preserve certain traditionally significant structures. (1)

The seven-member Citizens Advisory Committee (Code, 94-71) serves as the Design District Advisory Committee. The Committee is authorized to

review any construction or demolition of, additions or alteration to (including painting) any building, or to any part thereof, or to any physical structure (including signs, awnings, exterior fixtures and furnishings) which affect exterior features visible from a public street, way or place. (2-3)

The procedure is for the Planning Board and Board of Adjustment to refer all applications regarding the B-1 District to the Advisory Committee for review. Both boards are required to receive and consider the report of the Committee before taking any final action.

Upon Planning Board approval, building permits shall be issued. (3) Since the Committee has only advisory authority, the Planning Board or Board of Adjustment may accept, reject, or modify the recommendations. (6) The criteria for design review are to be those of

the National Trust for Historic Preservation,¹⁰ including the general design, arrangements and material of buildings or structures, color, lighting, awnings, and fences and the relationships of these factors to other historic structures and the surrounding environment. (5)

According to Edith Silberstein, a member of Borough Council, the Planning Board, and President of the Merchantville Historical Society, the design district ordinance took two years to pass through the Planning Board and Borough Council.¹¹ As far as the success of the ordinance is concerned, Mrs. Silberstein suggests that it is too soon to tell. A Camden County Community Development Block Grant for \$40,000 in interest-free loans is just now being made available to the borough. Businesses seeking those loans for renovations will be confronting the design review process for the first time in the near future.

¹⁰I believe the ordinance erroneously attributes the design criteria to the National Trust for Historic Preservation. It should be the Secretary of the Interior's Standards for Rehabilitation.

¹¹Edith Silberstein, Member of Borough Council, Planning Board, and President of the Merchantville Historical Society, Personal Interview, February 23, 1984.

The Advisory Council on Historic Preservation suggests that "concepts of 'sense of place' and cultural continuity are increasingly recognized as paramount needs in urban American society."¹ I would amend this statement to include suburban America, which for many people, evokes images of non-descript, mass-produced architecture. The suburbs began as and still can be colorful and attractive places to live; they are an area demanding and deserving assistance from preservationists. I do not suggest that communities create period "Disneylands" out of 1940s tract housing. Rather, I recommend that municipalities consider historic and cultural resources as part of the overall effort to promote the general public welfare in their planning processes, develop these resources with respect to their provenance, and take advantage of historic preservation tools that satisfy their particular needs.

After studying Merchantville's history, architecture and current conditions, I see great potential for further development of the community's sense of place and identity. Culturally, Merchantville has a late Victorian heritage which many in the borough share a desire to preserve; physically, more than 160 of its pre-1900 houses remain standing. With appropriate measures, Merchantville can capitalize upon its resources for the overall promotion of community image, which in time may improve property values and the commercial area. In this

¹Advisory Council on Historic Preservation, "Remember the Neighborhoods," 1981, 3.

chapter I will examine feasible historic preservation options for Merchantville and recommend the action(s) which I think best satisfies the community's concerns and complements the existing dynamics. My philosophy towards preservation in this town is to maximize citizen enthusiasm and participation, yet minimize political and psychological objections to intervention.

The Survey

A preservation program for Merchantville or any municipality should be based upon a sound survey of the community's architectural, historic and cultural resources. The purpose is threefold.

First, an inventory of every building identifies the quality and quantity of resources; this assessment should underly the goal of a preservation plan, whether it be to designate historic districts and/or individual landmarks, or to do nothing at all. Each building survey ideally should include: historic and common name, location, owner's name, construction date, architect/builder, physical description, statement of significance, assessment of condition and Register eligibility, information about the surrounding environment, original and current use, and references consulted. (See Appendix B)

Second, if a local preservation program is desired, it should be coordinated with other community policies and ordinances such as zoning, master plan, and building codes.² The survey not only offers concrete documentation of resources to be integrated with existing policies, but also, as a systematic, reasonable, non-arbitrary factor in the comprehensive planning effort, the resultant preservation program more readily could withstand potential judicial scrutiny. "The important factor is that the local government consciously construct a preservation program, one that it can demonstrate existed prior to any legal challenge."³

²Christopher E. Duerksen, ed., A Handbook on Preservation Law (The Conservation Foundation and the National Center for Preservation Law, 1983), 32.

³Ibid., 38.

Third, if a municipality seeks National Register listing of historic districts and related federal funding programs, it must complete a survey. This requirement was written into Section 202 (a) of the 1980 amendments to the National Historic Preservation Act (NHPA). The survey could also evaluate sites for eligibility to the National Register in consideration of the Section 106 review process of NHPA.

Section 101 of the 1966 NHPA authorized the Secretary of the Interior to grant funds to states for preparing statewide historic surveys and plans. New Jersey was one of the last states to develop a systematic survey program, but since 1978 the state has transferred federal funds into 50-50 matching grants to local agencies undertaking surveys. These surveys can be used for neighborhood preservation, downtown revitalization, local designation or housing rehabilitation programs. New Jersey does require that the municipality retain a professional to supervise the survey. The local agency can match the state grant with in-kind or volunteer services such as secretarial work or photography. With promotion, public awareness, and education, community interest and participation in the survey process could be roused, thereby helping to meet a state matching grant for funding. The following are suggestions to get community interest in survey work:

- neighborhood meetings
- displays at libraries, public schools and museums
- walking tours
- preservation films
- series of newspaper articles on successful preservation activities in other communities or

- historical and architectural sketches on selected buildings
- local newspapers to solicit historical data, reminiscences, old photographs, and other information.⁴

The Merchantville Historical Society and historians such as Charles P. Polk have pursued some of these activities in the past. A well-planned public relations campaign could revive these existing strategies and develop new ones.

⁴Department of the Interior, "Guidelines for Local Surveys: A Basis for Preservation Planning" (Washington DC, 1977), 21.

Landmark Plaques

In the past, the Merchantville Historical Society has awarded plaques to buildings that were one hundred years old or older. The organization is currently planning to reinstate this honorific designation. Although I would prefer to see this recognition based on an historic sites survey, I support this activity in the interim. Realistically, the borough could not apply for a matching grant until December 1984, receive moneys and begin a survey until May 1985, and have a completed inventory until perhaps the fall of 1985. In the meantime, whatever plaques they award may stimulate community awareness, interest, and, it is to be hoped, pride in Merchantville's architectural heritage. This could help to prepare a favorable climate for a more aggressive preservation program in the future.

In addition, landmark plaques have been shown to have a positive economic benefit to property owners. "Various estimates note that the presence of the early building plaque on a house facade increases the potential selling price by \$1,000-\$3,000." ⁵ I suggest that the Merchantville Historical Society and any other community advocate of preservation utilize such information about financial incentives to appeal to residents who may not support a program on the basis of aesthetics alone.

⁵David Listokin, Landmarks Preservation and the Property Tax (New Brunswick, NJ: The Center for Urban Policy Research, 1982), 29.

National and State Historic Registers

The National Register of Historic Places is a list of cultural resources meriting preservation. The 1935 Historic Sites Act first established a national policy of protecting sites, buildings and objects of national significance, with emphasis upon a property's commemorative value. The Act essentially authorized the Secretary of the Interior to acquire significant properties and gave limited protection to those properties in Federal ownership. In 1960 the Secretary of the Interior began the National Historic Landmark Program to provide Federal recognition to nationally significant properties; the Landmarks Program became the forerunner of the National Register.

Section 101 of the 1966 National Historic Preservation Act authorized the Secretary of the Interior

to expand and maintain a national register of districts, sites, buildings, structures and objects significant in American history, architecture, archaeology, and culture, hereafter referred to as the National Register.

Not only did this Act expand the potential categories of properties for recognition, but it also broadened the criteria of eligibility to include properties of state and local significance (Section 101), making National Register listing a feasible preservation option for Merchantville today.

The three primary benefits of National Register listing, whether it be for historic districts or individual properties, are protection from federally-connected undertakings, financial incentives, and honorific recognition.

Properties listed in the National Register are subject to Section 106 Review as set forth in the 1966 National Historic Preservation Act. This requires any Federal agency contemplating a proposed Federal or federally-assisted undertaking to take into account the effect of the undertaking on any district, site, building, structure, or object listed in or eligible for the National Register prior to the expenditure of Federal funds or issuance of any license. The agency must afford the Advisory Council on Historic Preservation opportunity to comment upon the impact of such undertaking. Realistically, Merchantville is not a likely candidate for Federal projects; border to border, its 0.63 square miles are fully developed as a residential suburban community surrounded by other established residential and supporting commercial areas. Also, the quality of buildings in the town does not warrant any major Federal rehabilitation programs. Therefore, the benefit of Section 106 Review is not really relevant to Merchantville.

Investment tax credits (ITCs) are currently the most attractive financial incentive to National Register listing. The Economic Recovery Tax Act (ERTA) of 1981 authorized a 25% ITC for the rehabilitation costs of certified historic structures, provided such buildings are used for income-producing purposes. Residential buildings qualify only if they are depreciable; that is, if they are rental properties. ERTA also offers an accelerated cost recovery system in lieu of ITCs. In Merchantville, those structures most likely to meet criteria for National Register listing are single-family residences which are not

eligible for tax benefits. According to Mrs. Silberstein of Borough Council, the town is not eager to encourage conversion of dwellings into multi-family residential units.⁶

A facade easement program would provide legitimate tax incentives for private homeowners with National Register-listed properties; the value of the easement donation could be deducted from Federal and state income taxes as a charitable contribution. However, the Camden County region does not have such a program at this time; the New Jersey Historic Sites Council has accepted a few preservation easements, but has not tailored a facade easement program. If such a program were initiated, pursuing National Register listings would be recommended more strongly.

Listing in the National Register does qualify properties for Federal preservation grants, when these moneys are available. With the current limited funding allocations, I do not see this as a realistic expectation or motive for listing historic properties.

Perhaps the strongest incentive for Merchantville to establish National Register historic districts or individual landmarks is honorific. Living in an historic neighborhood may instill feelings of community pride and respect for historical and cultural resources, which in turn may improve perceptions of the town by residents, visitors, and patrons of Merchantville's commercial area.

The critical question in examination of National Register listings remains: Does Merchantville contain eligible properties and/or

⁶Silberstein, personal interview with author, 23 February 1984.

districts? Individually, I do believe several buildings are eligible for their architectural, social, cultural or local historical significance (see Appendix B). The area referred to as the Cattell Development could meet the criteria for an historic district.

New Jersey maintains a list of the state's cultural resources, similar to the National Register program, which was created by the New Jersey Register of Historic Places Act of 1970 (NJSA 13:1B-15.128 et seq.). The criteria for eligibility, nomination form, and review process are the same for both Registers. Whereas the National Register requires review of Federal undertakings affecting listed properties, the State Register law requires review of any state, county or municipal undertaking encroaching on listed properties (Section 6.1). Although this program would offer some protection to qualified properties in Merchantville, again, I do not see the threat of government undertakings as paramount concern to this community's cultural resources.

Preservation Ordinances

Based upon the minimal advantages to be realized from National Register and State Register listings at this time, I propose that Merchantville look to municipal ordinances to begin its preservation program. A small community such as Merchantville has limited financial and technical resources to pursue a plan and potentially tremendous obstacles in assembling public support for any preservation program. Therefore, I think the municipality's priority should be to address the most pressing threat to the community: the community itself. The well-intentioned but often misguided home improvements pose the most danger to Merchantville's surviving Victorian character. Preservation ordinances intended to promote appropriate treatment of historic properties would be the ideal alternative for today's concerns.

A secondary reason to pursue preservation at the local level versus National Register listing is expedience. After the state level review, where nominations are evaluated and processed, the nomination is forwarded to the Department of the Interior for its approval; the procedure takes a minimum of three months, and more typically six to eight months. Local certification, which does not involve approval by a state review board, may be faster and simpler ⁷. Also,

local governments may find particularly effective the correspondence of local regulations and the provisions of the Tax Reform Act for precisely the same locally designated areas. ⁸

⁷Department of the Interior, "How to Apply for Certification of State and Local Statutes and Historic Districts," How to #5, 1981, 5.

⁸Ibid., 6.

Although I have already discussed the limited applicability of tax incentives in Merchantville, those rental or commercial properties in a district that could meet National Register criteria would be eligible for federal tax incentives. Locally-designated districts can be certified if they

meet substantially all requirements for the listing of districts in the National Register. These requirements are stated in the National Register criteria for evaluation (36 CFR 1202) ⁹

Merchantville would submit its application for historic district certification to the New Jersey State Historic Preservation Officer.

In New Jersey, over forty municipalities have enacted ordinances making preservation a public policy despite the fact that the state has never passed such enabling legislation. Municipalities have proceeded with historic preservation legislation through their ability to exercise the police power for a legitimate public purpose. This ability was tested and upheld by the courts in New Mexico, another state without enabling legislation.

Since the legislature can preserve such historical areas by direct legislation as a measure for the general welfare, it follows that municipal ordinances protecting such areas are authorized under enabling legislation granting power to zone for the public welfare. City of Santa Fe v. Gramble-Skogmo, Inc., 389 P.2d 13, 17 (N.M. 1964) ¹⁰

Therefore, I strongly recommend that Merchantville pursue a preserva-

⁹Ibid., 5.

¹⁰Duerksen, 5.

tion program founded on a preservation ordinance. Two types of legislation to be reviewed are historic district and landmarks commission ordinances.

1) Historic District Ordinances

An historic district ordinance designates the precise boundaries of an area to be subjected to specific regulatory powers and procedures.

The essential element which differentiates a historic district ordinance from a landmarks commission ordinance is the designation of one or more historic districts within which certain activities respecting buildings are controlled. Because the area in question is finite and identifiable, this type of ordinance is similar (and may be part of) a zoning law.¹¹

When an historic district is zoned into a municipal code, the Planning Board usually serves as a commission to regulate activity, although it may appoint an advisory historic commission, one that does not have authorization to identify or designate historic resources.¹² Regulatory activity would include that certificates of appropriateness be granted for alterations and demolitions.

The benefit of this preservation approach in Merchantville is that it would legislate firm protective measures for a defined area such as the Cattell Development. However, I see two major drawbacks with historic district ordinances.

¹¹County and Municipal Government Study Commission, "Municipal Ordinances and Historic Preservation," prepared by Heritage Studies, Princeton, New Jersey, 1980, 6.

¹²Ibid., 6.

First, Merchantville's significant resources are not limited to one district. Architecturally, historically and socially important buildings are scattered along Maple, Linden and Springfield Avenues, as well as other sites which a comprehensive survey would reveal. These resources would demand a provision for individual landmarks, too.

Second, zoned districts are not necessarily ideal for Merchantville. As the momentum for preservation and sensitive rehabilitation in the community increases, more buildings may be eligible to be part of established districts and new districts may be warranted. Although zoning amendments are feasible, politically, the inclination of a governing body to do this is always an unknown factor.¹³ Besides, the governing body may not be best prepared to evaluate the significance of historic properties for further designations. A better preservation plan for Merchantville at this time would be one that involves people educated in historic and/or architectural matters and incorporates flexibility for the growing progress of the program.

2) Landmarks Commission Ordinance

Because of the dispersed nature of Merchantville's potential landmarks and its early stage of restoration activity, I recommend that the borough enact an ordinance establishing a landmarks commission. The ordinance may grant a landmarks commission either direct or advisory authority to identify, designate and regulate historic properties. Although direct authority ensures more actions consistent with a com-

¹³Ibid., 14.

mission's goals, advisory authority attached to the Planning Board appears to be more appropriate for Merchantville.

As a small town, Merchantville has the social advantages of a tightly-knit community; politically, however, communications are also quite direct. According to Mrs. Silberstein, if residents did not like something in the town, they would call the mayor.¹⁴ In this particular climate, I think a commission with direct authority to designate landmarks would be too radical an intrusion and cause more ill feelings than enthusiasm. Provided the Planning Board strongly supported an advisory commission, the goals of protecting and encouraging appropriate treatment of historic properties could be achieved subtly, and in the long run, effectively.

Another reason why an advisory commission is preferable for Merchantville is that the municipality already has an advisory body for the design district (see page 69 and Appendix C). A landmarks commission could be integrated with the Design District Advisory Committee to minimize bureaucratic redundancy and to maximize participation of qualified members. Both commercial and residential design review could be the combined functions of a single Design Advisory Committee (DAC). With the added responsibility, the existing seven-member committee would warrant expansion to nine members; I would recommend that the two additional participants be qualified to review landmark properties. Besides, the inclusion of qualified members in a local landmarks commission is prerequisite to federal certification of local

¹⁴Silberstein.

preservation programs, and hence, federal benefits. These requirements are:

- (A) professionals in the discipline of architecture, history, architectural history, planning, archaeology, or related disciplines, to the extent such professionals are available in the community concerned, and
- (B) such other persons as have demonstrated special interest, experience or knowledge in history, architecture, or related disciplines and as will provide for an adequate and qualified commission.¹⁵

The existing criteria for design review of the B-1 commercial design district would not be affected by the development of the joint DAC. A second set of responsibilities and criteria would be established for the committee's advisory role outside the design district:

1) to organize and supervise an inventory of architectural, historic and cultural resources (Note: Although I recommend that the survey be initiated promptly, even before the ordinance may be enacted, this responsibility should be included because an inventory is an on-going process, which in the future should be overseen by a landmarks commission);

2) to recommend designations for historic districts and individual landmarks to be approved by the Planning Board; and

3) to continue an advisory role in reviewing building permits and recommending certificates of appropriateness for all designated landmarks.

¹⁵National Historic Preservation Act, 1980 Amendment, Pub. L. No. 96-515, section 301(13) (1980).

I strongly recommend that the DAC avoid dictating taste and over-restricting personal choices. Design review in Merchantville should proceed with a philosophy of promoting the overall historic character, not archaeological re-creations. Both the DAC and the Planning Board should consider hardship cases when reviewing permits for any alterations, construction, or demolition of designated landmarks. I also advise that such a preservation ordinance specify that review applies only to the exterior of buildings and only those exteriors visible from public right of ways. For minor alterations such as adding porch trim or choosing paint colors, I suggest the ordinance reserve the DAC the right to comment, but that the DAC and Planning Board ultimately not deny certificates of appropriateness except in the most extenuating circumstances. Optimally, review and comment on minor alterations should help to educate the homeowner about sympathetic treatment without alienating support for the preservation program.

In addition to identifying, designating, and regulating landmarks, the DAC could be granted several other powers. These suggestions are based upon Christopher E. Duerksen's study of local preservation programs and ordinances enacted by other New Jersey municipalities:

- to require affirmative maintenance of historic structures;
- to make recommendations regarding zoning amendments and comments on the local comprehensive plan;
- to undertake educational programs and activities;
- to establish standards and procedures for designation and development review;
- to accept funds from federal, state, and private sources;

- to buy, sell, or accept donations of property;
- to exercise the power of eminent domain;
- to accept easements and other less-than-fee interests in property.¹⁶

The last three of the above recommendations involve some method of acquiring property. In Merchantville, I think the DAC should be authorized only to advise the Planning Board, Mayor, or Borough Council on this action.

Middletown, New Jersey, authorizes its landmarks commission to further classify historic buildings, places, and structures as being "Exceptional" and thereby especially worthy of preservation, or "Notable." (16A-20) This hierarchical approach offers stronger protection for some buildings, but vulnerability to others. Middletown's landmarks commission also designates buildings within historic districts as being either "Of Value as Part of the Scene" or "Other Existing." (16A-21) This is similar to National Register criteria of "Contributing" or "Intrusion." The duties of the commission also authorize it to

Secure a temporary stay of township enforcement for a reasonable length of time to study the nature, extent and commonness of the problem, develop potential solutions and formulate its recommendations. (16A-47)

The recommendations may be to institute or support action for variances and zoning amendments in order to reconcile conflicts with building and

¹⁶Duerksen, 70.

housing codes or other zoning regulations. (16A-47) ¹⁷

The Township of Mount Holly, which zoned an historic district, also created an Historic Preservation District Committee. The pertinence of this ordinance to Merchantville is that Mount Holly's committee is authorized to review plans for the new construction of buildings in the historic district, to ensure compatibility in the use of materials, scale, color, size, and setback. (2.17A-3) ¹⁸

The Borough of Franklin authorizes its Landmark Commission to furnish applications for landmark designation to any person(s) requesting it or to initiate designation proceedings itself. (2.21.5) ¹⁹ This built-in flexibility for the Commission or the public to initiate landmark designation would be useful in Merchantville as a method to involve residents in the review process to the fullest degree possible.

The Township of Mahwah authorizes its Historic Sites Committee "To regulate the area of yards, courts or other open spaces."

(31.4B-3) ²⁰ I suggest that Merchantville incorporate protection of the environment surrounding historic sites, but limit regulation to areas visible to the public and/or essential to preserving significant open space; the land dividing the north and south sides of Chestnut Avenue, where the railroad once ran, is one such important site.

¹⁷ Revised General Ordinance of Middletown, 1982, Chapter 16A.

¹⁸ Revised Ordinances of the Township of Mount Holly, New Jersey, 1966.

¹⁹ Revised Ordinances of the Borough of Franklin, 1978, Section 2-

²⁰ Code of the Township of Mahwah, 1978, Ordinance 627.

In summary, I recommend that Merchantville revise its design district ordinance to encompass the broader duties and responsibilities of a landmarks commission. The advisory powers of a Design Advisory Committee should incorporate as many of the above recommendations as Borough Council will accept. In addition, as part of the designation and regulation proceedings, I urge that the ordinance clearly define all criteria for eligibility of landmark status and all standards and guidelines for architectural review. As a further incentive to compliance with and participation in design review, Merchantville's provision for up to \$4,000 tax abatements (see p.66) should be awarded for certified home improvements and alterations.

The Preservation Proposal

After analyzing the planning mechanisms available to Merchantville and the benefits they offer, I propose that the borough pursue the following preservation program:

- 1) By December 1984 apply to the State Historic Preservation Officer for a 50-50 matching grant to finance a comprehensive survey of Merchantville's resources.

- 2) Encourage further interest in historic preservation via activities of the Merchantville Historical Society, including honorific plaques, publications, and events.

- 3) Transform concern for the community's cultural, historical and architectural resources into public policy in the Master Plan, to be updated in 1985.

- 4) Revise the Design District Ordinance to become a Design Advisory Committee Ordinance.

- 5) Begin the process of designating individual landmark and historic districts, and implementing design review for certificates of appropriateness to alter, construct, or demolish landmarks.

- 6) Utilize the tax abatement program as a further incentive for sympathetic architectural treatment.

- 7) Once the overall physical character and social climate reflect a preservation-minded community, and once a survey and documentation are completed, National and State Register listings could more readily supplement the preservation program.

When the railroad enticed Philadelphia merchants to invest in southern New Jersey real estate, the history of Merchantville, a Victorian commuter suburb, began. It is a history of physical, architectural and social development, one which I believe can provide insight into the growth of suburbs in other places and other times.

In compiling this thesis I have researched over two hundred deeds, photographed almost every pre-World War I building in the community, and read several local histories and nineteenth century periodicals. I have examined the architects and architecture of Merchantville to identify the influence of Philadelphia personalities and tastes upon the new suburb. Reviewing the existing population, preservation, planning, and zoning framework also has been part of my comprehensive analysis of the borough. The purpose of this in-depth study was more than just an academic exercise: it was a means to recognize the town's preservation needs most clearly. Only when I understood Merchantville's heritage and familiarized myself with today's residents, architecture, and activity, did I feel confident about my philosophy towards historic preservation in Merchantville and the proposal itself.

On March 13, 1984, I presented my preservation program to Merchantville's Planning Board and Mayor John F. Morrissey, all of whom appreciate and support preservation activity in the community. The idea of preparing a grant proposal to fund a survey next year was

well-received, as was the concept of extending the Design District Advisory Committee into an advisory landmarks commission. The Mayor agreed with the conclusion of this study that zoning an historic district would not be an appropriate initial step for Merchantville. Instead, he recommended beginning the landmark process on an individual basis or in small groups of properties, then, pending popular support, assembling the individual landmarks into an historic district. Mayor Morrissey also remarked that utilizing the tax abatement program would be a realistic incentive and that the applicable New Jersey statute would allow them to grant \$10,000 abatements if they so desired. The most firmly expressed concern by both the Planning Board and Mayor was to avoid imposing stringent regulations upon private property owners. ¹

For me, this thesis has provided an opportunity to become a vicarious member of a community with over one hundred years of history. The Cattell Brothers, George Crump, William Longstreth, Arnold H. Moses, John Collins, Harrison Robbins, and many others who shaped Merchantville were all people who shared a vision of the richness of suburban life. I find it encouraging and rewarding to know that in 1984, Merchantville has citizens, an historical society, and a municipal government that appreciate their heritage and welcome recommendations for its preservation.

¹Planning Board Meeting, Interview with author, Merchantville, New Jersey, 13 March 1984.

Appendix A: Arnold H. Moses, Architectural Commissions
in Merchantville¹

1886 (Moses & King)²

Store, W. Kirby (PRERBG, vol. 1, 29 March 1886)
Frame dwelling house, William H. Rogers, 304 North Centre Street
(PRERBG, vol. 1, 31 May 1886)

1887

Frame residence (PRERBG, vol. 2, 21 February 1887)
Residence, Reuben Scudder of Camden (PRERBG, vol. 2, 11 April 1887)
Two frame cottages (PRERBG, vol. 2, 18 April 1887)
Residence, C.P. Spangler (PRERBG, vol. 2, 19 December 1887)

1888

Residence, George F. Mayhew (PRERBG, vol. 3, 23 January 1888)
Residence, A.M. Jaggard, 37 East Cedar Avenue (PRERBG, vol. 3, 9 July
1888)

1889

Electric light plant (PRERBG, vol. 4, 27 February 1889)
Residence, interior alterations and bay window, George P. Bush, 33
West Walnut Avenue (PRERBG, vol. 4, 27 February 1889)

¹All references are based upon building announcements in the Philadelphia Real Estate Record and Builders' Guide, hereafter cited as PRERBG; these listings are filed at the Athenaeum of Philadelphia. Wherever possible I have identified the specific address of commissions based upon Merchantville directories, 1898 and 1911.

²The partnership between Arnold H. Moses and Guy King, formed in 1886, was dissolved in 1890. A new firm was formed under the name of Moses, King and George F. Ferris. Architectural work was to be managed by Moses and King, engineering by Ferris. (PRERBG, vol. 5, 7 May 1890.) This partnership lasted until 1892, when Moses assumed an independent practice. By 1928 Moses entered a partnership with J.C. Jeffries.

1890 (Moses, King and Ferris)

Residence, E.C. Freeman, 15 Cove Road (PRERBG, vol. 5, 12 February 1890)

Residence, E.W. Morris, 12 Wellwood (PRERBG, vol. 5, 26 February 1890)

Residence, Union Land Company (PRERBG, vol. 5, 21 May 1890)

Residence, Dr. Mattson (PRERBG, vol. 5, 28 May 1890)

Stable, Dr. Bartine (PRERBG, vol. 5, 4 June 1890)

Residence, Dr. Hinson (PRERBG, vol. 5, 11 June 1890)

Residence, William L. Shellinger (PRERBG, vol. 5, 11 June 1890)

Residence, F.S. Walton, 16 Springfield Avenue (PRERBG, vol. 5, 17 September 1890)

Residence, S.D. Weaver (PRERBG, vol. 5, 17 September 1890)

1904 (Arnold H. Moses)

Church, alterations and additions, Baptist Church (PRERBG, vol. 19, June 1904)

1908

Stable and garage, George Crump (PRERBG, vol. 23, 25 March 1908)

1910

Residence, Howard Shinn (PRERBG, vol. 25, 26 October 1910)

1912

Residence, Harold Bottomly (PRERBG, vol. 27, 27 November 1912)

1914

Residence, client withheld (PRERBG, vol. 29, 8 April 1914)

1916

Church, alterations and additions, Trinity Methodist Episcopal Church (PRERBG, vol. 31, 7 June 1916)

1917

Clubhouse, Merchantville Country Club (PRERBG, vol. 32, 1 August 1917)

1920

Clubhouse, residence to be moved to foundations and converted into clubhouse, Merchantville Country Club (PRERBG, vol. 35, 21 April 1920)

1921

Bank, First National Bank (PRERBG, vol. 36, 2 February 1921)

1922

Residence, Mrs. M.C. Bottomly (PRERBG, vol. 37, 4 September 1922)

1926

High School, Merchantville School Board (PRERBG, vol. 41, 2 June 1926)

1927

School, Board of Education, South Centre Street (PRERBG, vol. 42, 5 January 1927)

School gymnasium, alterations, Board of Education (PRERBG, vol. 42, 1 June 1927)

1928

Borough Hall, Board of Chosen Freeholders, Maple Avenue (PRERBG, vol. 43, 4 January 1928)

APPENDIX B: ARCHITECTURAL CATALOGUE OF MERCHANTVILLE

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO

HISTORIC NAME:	Grace Episcopal Church	COMMON NAME:	
LOCATION:	E. Maple Avenue and Centre Street	BLOCK LOT	
MUNICIPALITY:	Merchantville	COUNTY:	Camden
USGS QUAD:		UTM REFERENCES:	
OWNER ADDRESS:			Zone/Easting Northing

DESCRIPTION

Construction Date:	1894; 1950s addition	Source of Date:	Local history
Architect:	Henry Alexander Macomb	Builder:	
Style:	Old English Gothic Revival	Form/Plan Type:	cross plan
Number of Stories:	1		
Foundation:	stone		
Exterior Wall Fabric:	stone, brick; half-timber and roughcasting on vestibule and gables		
Fenestration:	stained glass windows set in wood surrounds with trefoil arches along main facade; east facade has two pairs of 1/1 d.h. and three fixed stained glass windows.		
Roof/Chimneys:	steeply-pitched, low gabled roof; hipped roof over transept; asphalt shingles.		
Additional Architectural Description:			

This old English, country parish Gothic church has a stoop and entry vestibule along the Maple Avenue facade towards the apse (east). This entry is no longer used; a second original entry, now altered by a 1950s tower addition, was towards the west end of the church. The vestibule has stone wall and steps, and posts sheathed with aluminum, in between which is original wood trefoil detail. The Maple Avenue facade has stone foundation with stone piers defining bays; angled limestone caps top the piers. The facade is brick above the seating height. Stained glass windows with wood trefoil millwork rise from the brick into the asphalt-shingled roof. Asphalt-shingled gables project from the roof. The east facade has a five-sided apse with stone as high as the stained glass windows above the altar. Between the windows, which have trefoil detail under the gables, the facade is half-timbered and roughcasted. Each arm of the transept has a pair of doubled stained glass windows.

PHOTO Negative File No.

Map (Indicate North)

Both the tower and brick ancillary building to the west are 1950s additions.



Grace Episcopal Church is sited along the north side of W. Maple Avenue, an area which includes commercial, institutional, residential, and multi-family residential buildings.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☒ Main street
commercial and institutional

SIGNIFICANCE:

Grace Episcopal Church is significant because of its role in the cultural history of Merchantville and for its outstanding architectural merit. Incorporated in 1873, Grace Episcopal was the third religious institution organized in the community; the Episcopalians have met at this building since its dedication in 1894. Henry Alexander Macomb, architect of Grace Episcopal, was also one of the Church's initial vestrymen and its Warden from 1873 to 1933. Macomb's design for Grace Episcopal emulated the style used for English High-Episcopalian architecture of that period; that is, country parish Gothic. This design conveys the architectural talent of Macomb and the set of values aspired to by Merchantville's early Episcopalian community.

ORIGINAL USE: religious PRESENT USE: religious
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Merchantville Directory. 1898.
Polk, Charles P. "Annals of Merchantville." The Community News. no. 11.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION, OFFICE OF HISTORIC PRESERVATION
100 WEST STATE STREET, TRENTON, NEW JERSEY 08625 (609) 292-2023

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM
HISTORIC SITES INVENTORY NO

HISTORIC NAME: Coates Walton Residence	COMMON NAME:
LOCATION: 35 W. Maple Avenue	BLOCK/LOT
MUNICIPALITY: Merchantville	COUNTY: Camden
USGS QUAD:	UTM REFERENCES:
OWNER ADDRESS:	Zone/Easting/Northing

DESCRIPTION

Construction Date: c. 1885	Source of Date: 1887 Baist Atlas
Architect:	Builder:
Style: Second Empire	Form/Plan Type: center hall plan; rectangular with rear addition
Number of Stories: 2½	
Foundation: stone	
Exterior Wall Fabric: narrow board aluminum siding, originally wood	
Fenestration: 1/1 double hung	
Roof/Chimneys: slate shingled mansard roof; three dormers, outer units with segmental window heads, center dormer with pediment, brackets and millwork	
Additional Architectural Description:	

The Coates Walton residence illustrates the Second Empire style of architecture in nineteenth century Merchantville. The Second Empire style is most noted for its mansard roof; underneath the mansard, the building often resembles the Italianate mode. This is the case with the Coates Walton residence. The three-bay house is essentially a symmetrical rectangular mass. The first floor has central double french doors, a projecting bay to one side and double tall windows to the other side. A porch with Colonial Revival detail and possibly the projecting bay are later alterations. The three second floor windows have louvered shutters. A bracketed cornice meets the mansard which has its original patterned slate shingles, both rectangular and scalloped. Unlike a high-style Second Empire or Italianate building which would more likely be of masonry, the narrow siding, now aluminum, was an appropriate material for a suburban vernacular dwelling.

PHOTO	Negative File No	Map (Indicate North)
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Maple Avenue, the main thoroughfare through Merchantville, historically was lined with the fashionable residences of the community. Many of these mansions have been demolished; those that survive are in an area of mixed residential, commercial, and institutional uses.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☒ Main street
commercial and institutional

SIGNIFICANCE:

The Coates Walton residence represents a building style that has been part of the Victorian architecture which defines Merchantville's character. It is the best surviving example of the Second Empire style along Maple Avenue, which has lost many of these mansions for twentieth century developments. The presence of this building asserts the architectural heritage of the community and recalls the former opulence of Maple Avenue.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Baist, William G. Map of Camden and Vicinity. 1887.

RECORDED BY:
ORGANIZATION:

DATE:

HISTORIC NAME:	William Early Residence	COMMON NAME:	
LOCATION:	W. Maple Avenue	BLOCK/LOT	
MUNICIPALITY:	Merchantville	COUNTY:	Camden
USGS QUAD:		UTM REFERENCES:	
OWNER ADDRESS:			Zone/Easting Northing

DESCRIPTION

Construction Date:	1901	Source of Date:	PRERBG, 20 November 1901
Architect:	Henry Alexander Macomb	Builder:	
Style:	Colonial Revival	Form Plan Type:	center hall plan, rear addition
Number of Stories:	3-story front, 2-story rear and rear addition		
Foundation:	stone		
Exterior Wall Fabric:	aluminum siding, originally wood siding		
Fenestration:	1/1 d.h., metal frames		
Roof Chimneys:	gambrel roof with gambrel cross-gable and gabled dormer; central and end chimneys; asphalt shingles		
Additional Architectural Description:			

This Maple Avenue residence has a porch to its west side. The first floor front is either a filled-in porch or a new addition. The first floor has central door and side windows. The symmetry is carried to the second floor, where each of four windows has louvered shutters. The symmetry is broken at the third floor where the emphatic gambrel roof adds a vernacular Colonial flavor to the building. Colonial Revival details are also employed in the carved wooden elliptical (neo-Federal) motifs above the windows in the front and side gambrels and in the eyebrow dormer which is now filled in.

PHOTO	Negative File No	Map (Indicate North)
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Maple Avenue, once the fashionable residential boulevard of Merchantville, is now a potpourri of old mansions, and commercial and institutional buildings.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☒ Main street
commercial and institutional

SIGNIFICANCE:

As Colonial Revival architecture was popularized at the turn of the century, Merchantville, too, added the fashionable style to its streetscapes. The style was most fully developed by the architects who designed for the town's wealthier citizens along Maple Avenue. This particular example of Colonial Revival architecture was designed by resident Henry Alexander Macomb, who was responsible for shaping much of the town's architecture. William Early's residence displays Macomb's adaptation of Colonial Revival to the suburban setting and stands commemorating what was once a more common building type and style along Maple Avenue.

ORIGINAL USE: residential PRESENT USE: residential
PHYSICAL CONDITION: Excellent ☐ Good ☒ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES: Hopkins, G.M. Atlas of the City of Camden. 1907.
PRERBG. vol. 16, 20 November 1901.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION, OFFICE OF HISTORIC PRESERVATION
109 WEST STATE STREET, TRENTON, NEW JERSEY 08605 (609) 292-2023

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME: Edward S. Hall Residence
LOCATION: 59 W. Maple Avenue

COMMON NAME: Hall House
BLOCK/LOT

MUNICIPALITY: Merchantville
USGS QUAD:

COUNTY: Camden
UTM REFERENCES:

OWNER/ADDRESS:

Zone/Easting/Northing

DESCRIPTION

Construction Date: c. 1869; c. 1905 alterations and additions Source of Date: Deeds, visual analysis

Architect:

Builder:

Style: Italianate with Colonial Revival alterations

Form/Plan Type: center hall plan

Number of Stories: 2½

Foundation: brick

Exterior Wall Fabric: aluminum siding, originally wood siding

Fenestration: 1/1 d.h., metal frames

Roof/Chimneys: multi-compositional roof shapes, two chimneys on east end, one of which is external.

Additional Architectural Description:

This dwelling was constructed circa 1869 as a picturesque Italianate villa-style home for Edward S. Hall. Its massing, projecting eaves, tower, gable configurations, and heavy dentillated cornice detail are from this period. A pair of arcuated windows under the west gable also remain. During the first decade of the twentieth century, which was when Colonial Revival fever took hold of Merchantville, this residence was colonialized, too. I suspect the alterations and additions were commissioned by the owner as of 1904, William S. Phelps. The new image included Palladian windows on the front and west facades of the tower, a porch with wooden ionic columns and port cochere, and a second floor conservatory above the west end of the porch. The bull's-eye window on the front gable may be original or a Colonial Revival alteration. At a later date, the porch was enclosed and the narrow wood siding was replaced with aluminum as

PHOTO

Negative File No.

Map (Indicate North)

was the batten-and-board siding under the gables.



The Hall House is situated along Maple Avenue. Although it is one of the remaining Colonial Revival-style houses, this street is also lined with commercial and institutional buildings today.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☒ Main street
commercial and institutional

SIGNIFICANCE:

The Hall House epitomizes the course of architectural history along Merchantville's fashionable boulevard, Maple Avenue. During the early years of the town's development, 1850-80, romantic country villas such as those pictured in Andrew Jackson Downing's Architecture of Country Houses, were stylish and hence, built for Merchantville's wealthier class of residents. Edward S. Hall, an original member of Borough Council, was one of these well-to-do residents. As tastes changed, Queen Anne-style and Colonial Revival-style houses appeared, several at the expense of these first generation dwellings. The Hall House, however, survived stylistic transitions and stands today as an organic record of change in the community's architecture.

ORIGINAL USE: residential PRESENT USE: multi-family residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Merchantville Directory, 1898, 1911.
Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME: Henry Alexander Macomb Residence COMMON NAME:

LOCATION: 105 W. Maple Avenue

BLOCK/LOT

MUNICIPALITY: Merchantville

COUNTY: Camden

USGS QUAD:

UTM REFERENCES:

OWNER/ADDRESS:

Zone/Easting/Northing

DESCRIPTION

Construction Date: 1888

Source of Date: Plaque in gable

Architect: Henry Alexander Macomb

Builder:

Style: Queen Anne

Form/Plan Type:

Number of Stories: 3

Foundation: brick

Exterior Wall Fabric: brick, aluminum siding (originally wood), stuccoed gables

Fenestration: first floor - 1/1 d.h.; second floor - d.h., multi-pane upper windows;
third floor - 4-light casement windows

Roof Chimneys: several gables, large central brick chimney with slightly flaring cap

Additional Architectural Description:

This is an example of a high-style, architect-designed Queen Anne house. The placement of a secondary gable within the main gable recalls McKim Mead and White's use of this detail in the Newport Casino. The overhangs, projecting masses, and small-paned, multi-light fenestration are all typical of the Queen Anne style. The contrasting materials -- brick, wood (now aluminum siding), and stucco -- are also appropriate for this genre. The main gable bears a terra cotta plaque with "1888" cast into its tiles. The gable of the west facade has a slender, medieval-inspired slit window. A later addition to the west serves as professional offices.

PHOTO

Negative File No.

Map (Indicate North)



Maple Avenue, once the fashionable boulevard for Merchantville residents, is now a mix of the old mansions, multi-family housing, and commercial and institutional buildings.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
 Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
 Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☒ Main street
 commercial and institutional

SIGNIFICANCE:

Henry Alexander Macomb, architect and resident of this home, was also the Principal Assistant Architect for Wilson Brothers & Co., a major Philadelphia architectural firm in the nineteenth century. Before designing this high-style Queen Anne house, Macomb resided at Myrtle Avenue and Browning Road; he continued to own his former house while he lived along the more fashionable Maple Avenue. Macomb designed several buildings in Merchantville, including Grace Episcopal Church. The building at 101 W. Maple Avenue is significant because it is a rare surviving example of sophisticated Queen Anne-style architecture in Merchantville and because it was designed and inhabited by one of the town's leading architects and citizens.

ORIGINAL USE: residential

PRESENT USE: residential and professional

PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐ officesREGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Hopkins, G.M. Atlas of the City of Camden. 1907.RECORDED BY:
ORGANIZATION:

DATE:

HISTORIC NAME: Collins and Pancoast Hall
LOCATION: 4-8 South Centre Street
MUNICIPALITY: Merchantville
USGS QUAD:
OWNER ADDRESS:
COMMON NAME: Collins Hall
BLOCK/LOT
COUNTY: Camden
UTM REFERENCES:
Zone/Easting, Northing

DESCRIPTION

Construction Date: 1887; 1893
Source of Date: National Register Nomination, 1983
Architect:
Builder: John Collins and Thomas Pancoast
Style: Late Victorian Commercial
Form/Plan Type: rectangular
Number of Stories: 3
Foundation: stone

Exterior Wall Fabric: brick

Fenestration: S. Centre St. facade: first floor - central roundheaded tripartite, outer bulk windows; second floor - central tripartite 1/1 d.h., flanking 2/2 d.h. below roundheaded multi-pane window; third floor - central roundheaded
Roof Chimneys: tripartite window, flanking pairs of arcuated 1/1 d.h.

flat roof
Additional Architectural Description:

The three-story, red brick late Victorian commercial and hall building was designed to accommodate first floor offices for Collins and Pancoast, lumber and coal merchants, second floor auditorium, and third floor Masonic meeting room. The main facade, S. Centre Street, articulates the break in stories, typical of late Victorian commercial design. A central, slightly projecting block is flanked by recessed panels framed with corner piers. The central block, which has first and third floor roundheaded windows below a brick arch, and second floor 1/1 d.h. windows (3) above a Queen Anne-style half-timber wood panel, marks the large public stair. Each flanking panel has one second floor 2/2 d.h. window topped by a roundheaded multi-pane window, and at the third floor, two 1/1 d.h. arcuated windows set in brick arches. The first floor has central double entry doors flanked by six-light sidelights and two large bulk windows. An early 20th century Colonial Revival porch with four Tuscan columns supporting a wood entablature fronts the entire first floor. The Chestnut

PHOTO Negative File No

Map (Indicate North)
Avenue facade is articulated by regularly-spaced piers. First floor windows are four panes above a single light; second and third floors have 8-paned sash above 2/2 d.h. sash. All lintels are wood; sills are stone at the first floor, wood at second and third floors. The building is capped by a corbelled brick cornice.



Collins and Pancoast Hall occupies the site where the main street of Merchantville, Centre Street, is crossed by the tracks of the railroad at Chestnut Avenue.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☒ Main street commercia

SIGNIFICANCE:

Collins and Pancoast Hall is significant for several reasons. Firstly, it is a survival of a rare building type, the hall building, which played an important role in large and small Victorian towns; it is also an excellent example of late Victorian commercial architecture. Secondly, Collins and Pancoast Hall fulfilled the role as a social center for Merchantville; it housed the Masons for three-quarters of a century and the Playcrafters for four decades. As such, it is an identifiable landmark in the community's social history. Thirdly, Collins and Pancoast Hall, built for a lumber and coal supply business, played an critical role in the physcial development of 19th century Merchantville. It provided the materials and resources that enabled the housing boom of that period to take place, establishing Merchantville's Victorian character that shapes the community today.

ORIGINAL USE: Commercial and hall building
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐ engineering offices
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

Collins and Pancoast Hall was listed in the National Register of Historic Places in 1983.

REFERENCES:

National Register Nomination, 1983
Cordery, Blanche M. Merchantville Past and Present. 1964.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO

HISTORIC NAME: Merchantville Train Station
LOCATION: E. Chestnut Avenue and N. Centre
Street
MUNICIPALITY: Merchantville
USGS QUAD:
OWNER/ADDRESS:

COMMON NAME:
BLOCK/LOT
COUNTY: Camden
UTM REFERENCES:
Zone/Easting, Northing

DESCRIPTION

Construction Date: 1885
Source of Date: Local history
Architect:
Builder:
Style: Victorian Railroad Architecture
Form Plan Type: center ticket office with
flanking passenger and freight rooms
Number of Stories: 2
Foundation: brick

Exterior Wall Fabric: common bond brick, wood siding, wood shingles in gable

Fenestration: 8/8 d.h., wood sash and frame. First floor windows have stone sills.
Two 12-light doors have sidelights, 4/4 d.h., wood sash and frame.
Roof Chimneys: intersecting gables with large gable facing front; roof covered with
wood shakes; rear chimney.
Additional Architectural Description:

The Merchantville Train Station is typical of Victorian railroad architecture. In plan, the brick and frame building has center ticket office with flanking passenger and freight rooms. The second story serves as an apartment. The main facade, fronting the railroad tracks, has an expansive veranda; turned wood posts with arched braces support the wood shake roof. Its overhanging pent eaves extend across the entire front of the building. Under this roof, original exposed rafters and boards are intact. The first floor central projecting block consists of common bond brick with wood batten-and-board siding under its gables; the vertical siding courses the entire building. The projecting gable has three pendants, slightly arched braces and millwork with carved griffins, characteristic motif of the Pennsylvania Railroad Company. Each first floor outer bay has a door, 12-lights over panelling, with 4/4 d.h. sidelights. An additional wood-sided storage room extends from the east(left) bay. The attic

PHOTO Negative File No

Map (Indicate North)
gable is faced with wood butt
shingles. Two 8/8 d.h.
windows with wood frame and
sash are divided by a recessed
wood panel. The building has
a wood cornice and wood shake
roofing.



The Merchantville Train Station is located at the intersection of E. Chestnut Avenue and N. Centre Street. The railroad tracks divide the Cattell Development to the north from the commercial area to the south.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☒ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commercial ☐ Highway Commercial ☐ Other ☒ Main street commercial

SIGNIFICANCE:

The advent of the railroad was critical to the suburban development of Merchantville. Train service, which began in 1867, was run by the Camden and Burlington County Railroad, the Camden and Amboy Railroad, and then as of 1872, by the Pennsylvania Railroad. This transportation link with Camden and Philadelphia spurred Alexander Cattell's speculative development which attracted people to form the suburban community. And, because the railroad allowed easy access to Philadelphia, architects working in that city could execute projects that shaped Merchantville's appearance. Although rail service was discontinued in the early 1970s, the circa 1885 train station, with its characteristic railroad style architecture, remains as an important historical marker in Merchantville.

ORIGINAL USE: train station/residential PRESENT USE: residential
PHYSICAL CONDITION: Excellent ☐ Good ☒ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☒ Zoning ☐ Deterioration ☐
No Threat ☐ Other ☐

COMMENTS:

REFERENCES:

Merchantville Centennial Committee. Centennial Cook Book. 1973. 22.

RECORDED BY:
ORGANIZATION:

DATE:

HISTORIC NAME:
LOCATION: 1 E. Chestnut Avenue

COMMON NAME:
BLOCK, LOT

MUNICIPALITY: Merchantville
USGS QUAD:
OWNER ADDRESS:

COUNTY: Camden
UTM REFERENCES:
Zone/Easting, Northing

DESCRIPTION

Construction Date: c. 1889

Source of Date: Deeds, 1887 Baist Atlas

Architect: attributed to Henry J. Crump

Builder:

Style: Queen Anne

Form Plan Type: center hall plan

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: original narrow wood siding

Fenestration: first and attic floors - 1/1 d.h. in gabled bay, 12/1 d.h. in west (left) attic dormer; second floor - 2/2 d.h., wood surrounds, some metal frames
Roof Chimneys: intersecting gables, front dormer with projecting gable, octagonal and rectangular slate shingles on roof; two internal chimneys towards center.

Additional Architectural Description:

This pale yellow, wood-sided Queen Anne-style dwelling has a front porch with robustly-turned posts and curved brackets. The porch balustrade consists of flat, curved and punctured panels. The front porch gable has incised vergeboard, typical of the Queen Anne aesthetic. The entrance is a pair of glass and wood panelled doors, painted dark red and yellow, with two transoms above. A full-height 2/2 d.h. window with wood frame and sash, painted red, is to the west (left) of the doors. The first floor of the large gabled bay has a projecting bay with 1/1 d.h. windows. Both the porch and projecting bay roofs have had asphalt covering added. The gabled bay has a second floor pair of 2/2 d.h. windows; under the gable, which has incised vergeboard, the facade is shingled with octagonal slate and is fenestrated by a small 1/1 d.h. window. The second floor above the entrance has one small 1/1 d.h. window and a 2/2 d.h. window to the left, above the full-height window. The dormer

PHOTO Negative File No

Map (Indicate North)

has projecting gable, covered with slate and faced with incised vergeboard. Robust brackets support the dormer, whose face and cheeks have scalloped wood shingles, painted pale yellow. A pair of 12/1d.h. narrow windows face front, 12-pane casement windows angle outward. (Continued on next page.)

Photo: south facade



This dwelling is sited at the corner of E. Chestnut Avenue and N. Centre Street, part of the original Cattell Development. The main facade fronts the railroad tracks.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
 Open Space ☒ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
 Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

Henry J. Crump, architect and brother of British Vice Consul and resident, George Crump, purchased this lot from Alexander Cattell in 1883. An 1887 atlas shows the lot as unimproved, but it is possible that Crump built the Queen Anne-style house circa 1889. Architecturally, this was one of the larger and more ornate houses to front the railroad. The building at 1 E. Chestnut Avenue has retained a high level of integrity and continues to convey the Victorian character of the Cattell Development.

ORIGINAL USE: residential
 PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
 REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
 THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
 No Threat ☒ Other ☐

PRESENT USE: residential

COMMENTS: References: Baist, William G. Map of Camden and Vicinity. 1887.
 Register of Deeds, Camden City Hall.



Being a corner lot, the west facade, N. Centre Street, is also impressive. It utilizes the same porch, window, and gable detail as the main facade, and continues the pale yellow and dark red color scheme.

Photo: west facade

OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURAL SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME: Centennial House
LOCATION: 17-19 E. Chestnut AvenueCOMMON NAME:
BLOCK/LOT

MUNICIPALITY: Merchantville

COUNTY: Camden

USGS QUAD:

UTM REFERENCES:

OWNER ADDRESS:

Zone/Easting Northing

DESCRIPTION

Construction Date: 1876; rebuilt c. 1893

Source of Date: Local history, deeds

Architect:

Builder:

Style: Stick Style

Form/Plan Type:

Number of Stories: $3\frac{1}{2}$

Foundation: stone

Exterior Wall Fabric: diagonal wood siding, original except part of number 17 replaced with aluminum

Fenestration: first floor - 2/2 d.h.; second floor - tripartite, 1/1 d.h., window over porch 2/2 d.h.; attic floor - 2/2 d.h.

Roof Chimneys: mansard roof with narrow steep front gable; small mansarded tower with iron cresting extending above front and side attic dormers; patterned red and Additional Architectural Description: grey slate shingles on roof. According to local histories, the Centennial House consists of two end sections of an original frame Exposition Building. The two halves mirror each other in form, although number 17 is painted red and tan; number 19, green. The first floor porch extends across one bay of the front and the entire side of each half. Wood posts are tapered, resembling bamboo poles, and have small Corinthian capitals under incised blocks. Each house has double glass and wood panelled doors with transoms. At the first floor, each half has a projecting bay with three 2/2 d.h. windows, topped by wood cornice and parapet. At the second floor, each entrance bay has a 2/2 d.h. window with louvered shutters and pedimented lintel, and above the projecting bays are tripartite windows, 1/1 d.h. sash, divided and framed by smaller versions of the porch posts. This second floor composition has dentillated cornice and slate mansard that overlaps into the story above. The diagonal wood siding of the first and second floors is separated from the slate-

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Negative File No.



Map (Indicate North)
shingled mansard by a cornice with stylized machine-planed brackets. The verticality of the stick style extends to the third floor front gables: vertical and diagonal boards, steep paired pointed windows, incised batten-and-board siding under gables, horizontal siding across the dormer face. The same pointed window detail is utilized in the recessed bay's dormer which rises into a narrow mansarded tower with cresting.

The Centennial House is sited along the north side of E. Chestnut Avenue, facing the railroad. This street is part of the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
 Open Space ☒ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
 Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

The Centennial House originally served as the Hospitality House for the British Exhibit at the 1876 Centennial Exposition in Philadelphia. The building was shipped in parts from Great Britain and assembled at the grounds of Fairmount Park. After the Fair, Merchantville resident and British Vice Consul, George Crump, purchased the building, and with the help of his brother, architect Henry J. Crump, dismantled and reassembled the structure in Merchantville along the north side of E. Chestnut Avenue. The center section of the original structure was not brought to Merchantville, but the two end sections were joined to form a double house which has been in residential use since George Crump's son, George Arthur Crump, first lived there. This account of the Centennial House's origins is strongly embedded in local histories. However, it is also reasonable to suggest that Henry J. Crump, who designed the stylish Queen Anne house at 1 E. Chestnut Avenue, was the original architect for this Stick Style building which may have been inspired by exposition structures at the Centennial. Regardless of its origins, the Centennial House is significant because of its outstanding architectural composition and detail.

ORIGINAL USE: residential PRESENT USE: residential
 PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
 REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
 THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
 No Threat ☒ Other ☐

COMMENTS:

The Camden County Cultural and Heritage Commission currently is attempting to decipher this building's history and to prepare a National Register nomination.

REFERENCES:

Merchantville Centennial Committe. Centennial Cook Book. 1973.
 Register of Deeds, Camden City Hall.

RECORDED BY:
 ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO

HISTORIC NAME:
LOCATION: 52 W. Chestnut Avenue

COMMON NAME:
BLOCK LOT

MUNICIPALITY Merchantville
USGS QUAD:
OWNER ADDRESS:

COUNTY: Camden
UTM REFERENCES:
Zone/Easting, Northing

DESCRIPTION

Construction Date: 1883

Source of Date: West Jersey Press, 1883 entries

Architect:

Builder: James Brown

Style: Gothic Revival Cottage

Form/Plan Type: side hall plan

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: asbestos siding, wood porch

Fenestration: 1/1 d.h.

Roof/Chimneys: hipped roof with front gable, asphalt shingles

Additional Architectural Description:

This is one variation of James Brown's cottages. Three of these plus one altered one are sited consecutively along the south side of Chestnut Avenue (46-52). The porch is entered from a stoop angled at 45°. The porch has a delicately turned balustrade and posts, applied millwork, and board-and-batten siding under the entry gable. The porch is likely a restoration. The entrance is a double door topped by a transom; there is a small window with a single fixed light to the left (east). All operable windows have louvered shutters and a thin projecting wood lintel. This group of cottages has a small rectangular attic window whereas those with the parallel front stoop have the pointed Gothic Revival-style attic window.

PHOTO

Negative File No

Map (Indicate North)



This cottage is part of a block developed circa 1883. The block faces the railroad, on the other side of which is the original Cattell Development. The commercial section of Centre Street is nearby.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☒ Main street
commercial

SIGNIFICANCE:

James Brown constructed a series of cottages along the south side of W. Chestnut Avenue circa 1883, which was when this section of Chestnut Avenue, which fronts the railroad, was extended and paved. Brown varied his standard builder's designs by angling the entrance to the porch on four of his dwellings. The building at 52 W. Chestnut Avenue is the finest surviving example of that cottage type.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

West Jersey Press. 1883 entries.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION, OFFICE OF HISTORIC PRESERVATION
109 WEST STATE STREET, TRENTON, NEW JERSEY 08625 (609) 292-2023

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITS INVENTORY NO

HISTORIC NAME:		COMMON NAME:	
LOCATION:	60 W. Chestnut Avenue	BLOCK/LOT	
MUNICIPALITY:	Merchantville	COUNTY:	Camden
USGS QUAD:		UTM REFERENCES:	
OWNER ADDRESS:			Zone/Easting, Northing

DESCRIPTION

Construction Date:	1883	Source of Date:	<u>West Jersey Press</u> , 1883 entries
Architect:		Builder:	James Brown
Style:	Gothic Revival Cottage	Form/Plan Type:	side hall plan
Number of Stories:	2½		
Foundation:	stone		
Exterior Wall Fabric:	asbestos siding, originally wood		
Fenestration:	1/1 d.h., wood sash and frames		
Roof Chimneys:	intersecting gables, asphalt shingles		

Additional Architectural Description:

This is the narrow cottage model along James Brown's block of dwellings. Its wrap around porch with relatively elaborate millwork intact, emphasizes the incongruous scale of porch and building. The door has arched panels and a transom above. Windows appear to have retained their original fabric. The attic story window under the gable is pointed in the Gothic Revival style typical of these cottages along W. Chestnut Avenue. The building has a wood cornice. There is also a porch on the back.

PHOTO

Negative File No

Map (Indicate North)



This cottage is part of a block developed circa 1883. The block faces the railroad, on the other side of which is the original Cattell Development. The commercial section of Centre Street is nearby.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☒ Main street
commercial

SIGNIFICANCE:

The south side of West Chestnut Avenue was developed in the 1880s by James Brown. The cottages, similar to the Gothic Revival style cottages published by Andrew Jackson Downing, were among the earliest residences of the new nineteenth century suburb. This particular example, with its wrap-around porch, has retained the character shaped by Brown and continues to enhance the surrounding streetscape.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

West Jersey Press. 1883 entries.

RECORDED BY:
ORGANIZATION:

DATE:

OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURAL SURVEY FORM

HISTORIC SITES INVENTORY NO

HISTORIC NAME:
LOCATION: 70 W. Chestnut Avenue

COMMON NAME:
BLOCK LOT

MUNICIPALITY: Merchantville

COUNTY: Camden

USGS QUAD:

UTM REFERENCES:

OWNER ADDRESS:

Zone/Easting/Northing

DESCRIPTION

Construction Date: 1883

Source of Date: West Jersey Press, 1883 entries

Architect:

Builder: James Brown

Style: Vernacular Queen Anne

Form Plan Type: side hall plan

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: original wood porch and shingles; aluminum siding

Fenestration: 2/2 d.h.; casement windows in turret

Roof Chimneys: jerkin-head roof with jerkin-head cross gable and turret; original slate shingles

Additional Architectural Description:

This building exemplifies a builder-designed Queen Anne cottage. The porch, a typical Queen Anne feature, extends across the front and ends in a curve, above which is the original turret with its wood scalloped shingles, and three narrow casement windows -- each with a vertical arrangement of multi-colored small lights/long clear light/multi-colored small lights. The pattern created in the windows adds a picturesque quality to the facade. The turret has a narrow band of dentils under its cornice and a slate shingle roof which culminates with a cast iron finial. Under the jerkin-head gable, a pointed window, Gothic in style, matches the other cottages in this block constructed by James Brown.

PHOTO

Negative File No

Map (Indicate North)



SITING, BOUNDARY DESCRIPTION, AND RELATED STRUCTURES:

Although not part of the Cattell Development, the south side of W. Chestnut Avenue where number 70 is sited, faces the railroad and borders the early residential development. This part of W. Chestnut Avenue is near the commercial section of Centre Street.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
 Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
 Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☒ Main street commercial

SIGNIFICANCE:

In a street lined with circa 1883 dwellings, this particular cottage stands out as the most picturesque of its neighbors. Not only is it the sole cottage on the block to have a turret, but this feature has retained its original scalloped shingles and fenestration characteristic of the Queen Anne style of architecture.

ORIGINAL USE: residential
 PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
 REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
 THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
 No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

West Jersey Press. 1883 entries.

RECORDED BY:
 ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO

HISTORIC NAME:
LOCATION: 101 Park AvenueCOMMON NAME:
BLOCK/LOTMUNICIPALITY: Merchantville
USGS QUAD:
OWNER ADDRESS:COUNTY: Camden
UTM REFERENCES:
Zone/Easting/Northing

DESCRIPTION

Construction Date: c. 1881

Source of Date: Deeds

Architect:

Builder:

Style: Gothic Revival Cottage

Form/Plan Type: center hall plan; rear addition

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: wood porch and cornice, aluminum siding (originally wood)

Fenestration: first and second floors - 2/2 d.h.; attic floor - 1/1 d.h.

Roof/Chimneys: mansard roof with front, back and side gables at roofline, original rectangular and scalloped slate shingles

Additional Architectural Description:

This is a typical Gothic Revival-style cottage propounded by Andrew Jackson Downing in the nineteenth century. The wooden porch of this frame-constructed building has since been enclosed. The main entrance behind the porch is a central double door; a second door has been added to the west (left) and a window is to the east (right). The second floor of the main facade has three windows with louvered dark green shutters. The window under the attic gable is pointed in the Gothic Revival style. Two dormers with simple pediments project from the mansard which has retained its original patterned slate shingles. Both the east and west facades have first floor projecting bays. A two-story addition has been added to the rear.

PHOTO

Negative File No

Map (Indicate North)



This cottage is sited on Park Avenue which angles back from Chestnut Avenue, yet still faces the original railroad tracks. Park Avenue is lined with cottages from the early Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

The dwelling at 101 Park Avenue is an example of the Gothic Revival-style cottage popularized in the nineteenth century by writers and publishers of pattern books such as Andrew Jackson Downing. Because this building has retained its essential picturesque Gothic Revival character, it contributes to the surrounding streetscape of cottage architecture in the original Cattell Development.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☐ Other ☐

COMMENTS:

REFERENCES:

Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION

OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO

HISTORIC NAME: Christian E. Spangler Residence
LOCATION: 6 E. Walnut Avenue
MUNICIPALITY: Merchantville
USGS QUAD:
OWNER ADDRESS:

COMMON NAME: Spangler House
BLOCK/LOT
COUNTY: Camden
UTM REFERENCES:
Zone/Easting, Northing

DESCRIPTION

Construction Date: 1872
Source of Date: Deeds, local history
Architect:
Builder:
Style: Second Empire
Form, Plan Type: central hall plan; T-form
Number of Stories: 3
Foundation: stone
Exterior Wall Fabric: asbestos shingles, wood shingled mansard
Fenestration: 4/4 d.h.; mansard dormers, 2/2 d.h., all with wood frame and sash

Roof Chimneys: mansard roof with octagonal wood shingles ; chimney pot to left of front block, second chimney towards rear.

Additional Architectural Description:

This Second Empire-style house has a porch that extends across the front and to the set back west bay. Rectangular posts support the flat porch roof. The east (left) bay front is enclosed, having a circular window; this may be a later alteration. The entrance has also been altered. What was likely a double door is now a single leaf with flanking louvered shutters, all below a transom. The second floor of the central block has a pair of 4/4 d.h. windows with louvered shutters; the windows are set in an arcuated surround. The recessed blocks each have one second floor 4/4 d.h. window with the same detail as the central block. A bracketed wood cornice separates the second and wood-shingled mansard floor. Slightly-arched dormers have 2/2 d.h. windows with wood frame and sash below a bracketed arched moulding.

PHOTO

Negative File No

Map (Indicate North)



SITING, BOUNDARY DESCRIPTION, AND RELATED STRUCTURES:

125

The Spangler House, located along the south side of E. Walnut Avenue, is part of a residential street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

The mansarded Second Empire-style residence at 6 E. Walnut Avenue is the former home of a prominent figure in local history, Christian E. Spangler. In 1872 Spangler, a dry goods merchant, moved from Philadelphia to Merchantville and soon became active in municipal affairs. The borough, incorporated in 1874, had Spangler as one of its first councilmen. He was also one of the original board of directors of the Pennsylvania Railroad and an elected elder of the First Presbyterian Church.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Census Reports, 1880.
Hopkins, G.M. Atlas of Philadelphia and Environs. 1877.
Merchantville Centennial Committee. Centennial Cook Book. 1973. 192.

RECORDED BY:
ORGANIZATION:

DATE:

OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO

HISTORIC NAME:
LOCATION: 30 E. Walnut Avenue

COMMON NAME:
BLOCK LOT

MUNICIPALITY: Merchantville

COUNTY: Camden

USGS QUAD:

UTM REFERENCES:

OWNER ADDRESS:

Zone/Easting, Northing

DESCRIPTION

Construction Date: c. 1885

Source of Date: Deeds

Architect:

Builder:

Style: Second Empire

Form Plan Type: central hall plan

Number of Stories: 3

Foundation: stone

Exterior Wall Fabric: wood siding

Fenestration: 2/2 d.h.

Roof/Chimneys: mansard roof with original rectangular and scalloped slate shingles; polychromatic slate used for decorative floral motifs
Additional Architectural Description:

This 3-story, 3-bay dwelling has the symmetrical composition and mansard roof characteristic of the Second Empire style. Rectangular wood posts with large brackets support the roof of the front porch; sinuous gingerbread adorns the bracketed wood cornice. The center entrance consists of double doors with rectangular lights above panels and a double-light transom. The doors are red, green, and pale yellow with white moulding and carved ornament. Door and window surrounds are painted dark green, contrasting the light green wood siding. First and second floor windows, 2/2 d.h. with wood sash and frames, have thin wood lintels and flush sills. A bracketed wood cornice divides the second and attic floors. The mansard roof has original scalloped and rectangular slate with polychromatic floral patterns. Dormers have white finials, pendants, "X"-trim, and brackets at the gables and gingerbread at the base. The east facade has first floor front projecting bay with bracketed cornice

PHOTO

Negative File No

Map (Indicate North)



This dwelling is sited along the south side of E. Walnut Avenue, a residential street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

The Second Empire-style dwelling at 30 E. Walnut Avenue provides a picturesque display of Victorian color and architectural detail, some of which is restoration work. The form, wood siding, and slate shingles of the building are original, dating back to the nineteenth century Cattell Development. This house continues to convey a sense of Victorian time and place, thereby enhancing the surrounding streetscape.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION, OFFICE OF HISTORIC PRESERVATION
109 WEST STATE STREET, TRENTON, NEW JERSEY 08625 (609) 292-2023

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITE INVENTORY NO

HISTORIC NAME:	Oliver Lund Residence	COMMON NAME:	Lund House
LOCATION:	37 E. Walnut Avenue	BLOCK/LOT	
MUNICIPALITY:	Merchantville	COUNTY:	Camden
USGS QUAD:		UTM REFERENCES:	
OWNER ADDRESS:			Zone/Easting, Northing

DESCRIPTION

Construction Date:	c. 1870	Source of Date:	Deeds
Architect:		Builder:	
Style:	Victorian Gothic	Form Plan Type:	side hall plan
Number of Stories:	2½		
Foundation:	stone		
Exterior Wall Fabric:	wood siding		
Fenestration:	1/1 d.h. in entrance bay; 2/2 d.h. in gabled bay		

Roof Chimneys: mansard roof with gable front, triangular dormer, asphalt shingles, chimney towards east facade

Additional Architectural Description:

The Lund House has an interesting collection of Victorian Gothic details. The first floor entrance bay has a portico supported by two simple wood posts at the front and two tapered rear pilasters. The cornice has heavy brackets with butt ends resembling dentils. This cornice detail is repeated at the first floor projecting bay and porch to the east side. The main door, topped by a transom, is framed by a slightly arched surround. The first floor projecting bay has central 2/2 d.h. and outer 1/1 d.h. windows, all with pronounced curved mouldings. The porch to the east has paired and single tapered posts. The second floor entrance bay has two 1/1 d.h. windows with diamond motifs in the arches above; both share a double arch moulding. The gabled bay at the second floor has one continuous moulding over two 2/2 d.h. windows, wood sash and frame throughout. The attic triangular dormer has a fixed circular light. Below the gable, an arcuated attic window has an oriel balcony with carved floral motifs. The slightly flared front

PHOTO Negative File No

Map (Indicate North)

gable has wood cornice, which continues around the house with double brackets.



The Lund House is sited along the north side of E. Walnut Avenue, a residential street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

The house at 37 E. Walnut Avenue was constructed circa 1870 for dental instrument manufacturer Oliver Lund. The Lund House was one of the first dwellings in the Cattell Development and the most picturesque display of Victorian architectural elements on its block. The triangular dormer with circular light, partial oriel below the attic window, and variety of fenestration are curious elements that add extra architectural merit to a dwelling which has also retained an excellent level of integrity.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Census Report, 1880.
Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURAL SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME:
LOCATION: 100 E. Walnut AvenueCOMMON NAME:
BLOCK LOT

MUNICIPALITY: Merchantville

COUNTY: Camden

USGS QUAD:

UTM REFERENCES:

OWNER ADDRESS:

Zone/Easting/Northing

DESCRIPTION

Construction Date: c. 1889

Source of Date: Deeds

Architect. attributed to Isaac Pursell

Builder:

Style: Queen Anne/Shingle Style

Form/Plan Type: central hall

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: stone at first floor; aluminum siding at second floor and attic gable end

Fenestration: 1/1 d.h.

Roof/Chimneys: gable roof with two chimneys and terra cotta cresting and red slate rectangular and scalloped shingles

Additional Architectural Description:

This residence has a massive shingle style roof that slopes over the first floor porch, which has turned wood posts and balustrade. The overall composition is symmetrical. At the first floor, a central double wood and glass panelled door is set underneath a slightly curved stone arch. Louvered shutters flank the door and to either side are two 1/1 d.h. windows with wood panelled shutters, wood sills, and stone arched lintels. The second floor fenestration breaks into the slope of the overhanging roof. Turned posts divide the bays, each having a pair of 1/1 d.h. windows with wood surrounds and lintels. The projecting walls under the gables are curved into horseshoe arches. The two outer windows at the second floor have gables with batten-and-board siding, wood cornice, and terra cotta cresting and finial. The steeply-sloping red slate roof rises to terra cotta cresting at its ridge. The gable ends have first floor projecting bays and three step

PHOTO

Negative File No.

Map (Indicate North)
progressions of advanced
sections of the facade. The
attic windows have multi-pane
Queen Anne configurations.



This building is sited at an angle to the corner of E. Walnut Avenue and Gilmore Street in the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

This Queen Anne-style residence with shingle style roof massing was built circa 1889 for Irwin C. Beatty, manufacturer, and his wife, Mary. The decorative porch posts, horseshoe arch detail, and three-tiered projecting end gable, and use of terra cotta cresting at the ridge and gables, are not found together elsewhere in Merchantville. The building is likely the product of a sophisticated architect and deserves recognition for its distinct architectural merit. Isaac Pursell, who designed 101 E. Walnut Avenue, may be the architect of this residence, too. The mastery of materials and details are evident in both dwellings and in 1889, the PRERBG announced that Pursell was designing a residence in Merchantville for \$3,500.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

PRERBG. vol. 4. 6 February 1889.
Register of Deeds. Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURAL SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME: Isaac Pursell Residence
LOCATION: 101 E. Walnut Avenue
MUNICIPALITY: Merchantville
USGS QUAD:
OWNER/ADDRESS:COMMON NAME: Harned Parvin House
BLOCK LOT
COUNTY: Camden
UTM REFERENCES:
Zone/Easting, Northing

DESCRIPTION

Construction Date: 1881

Source of Date: Deeds

Architect: Isaac Pursell

Builder:

Style: Old English/Queen Anne

Form Plan Type:

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: stone foundation and first floor; scalloped slate shingles at second floor; half-timber and stucco in gables.

Fenestration: first floor - multi-pane fixed lights; 1/1 d.h. with diamond tracery and multi-pane transom above. second floor - multi-pane/2 d.h. attic - 9-light casement.

Roof/Chimneys: gable roof with front gable, covered with slate tiles and red metal flashing. Three chimneys; massive one near main gable.

Additional Architectural Description:

The Harned Parvin House has the picturesque, a-symmetrical quality of an old English country house. It also utilizes half-timber, stucco, and stone in the style of the English Queen Anne popularized by Richard Norman Shaw. The double entry doors are set in a brick arch with stone and terra cotta flanking pilasters. A half-timber and stucco gable tops the entry, which leads to an enclosed porch with multi-pane picture window. A curved bay to the left has a center pair of casement windows and flanking 1/1 d.h. windows, all with diamond tracery and multi-paned stained glass transom above. The first floor of the projecting gabled bay has tripartite 1/1 d.h. windows with transom. The fenestration is more regular at the slate shingled second floor where windows are multi-pane/2 d.h. and 1/1 d.h. towards the rear. The half-timber and stucco gable has wood cornice, brackets, and a pair of 9-light casement windows. The roof has intersecting gables and a hipped

PHOTO

Negative File No.

Map (Indicate North)
configuration where they meet.
The slate shingles of the
roof are outlined by red metal
flashing. The garage is a
later addition.



The Harned Parvin residence is sited at an angle to the corner of E. Walnut Avenue and Gilmore Street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

This residence at 101 E. Walnut Avenue is significant for its architectural merit and its first resident and architect, Isaac Pursell. The high-style design most closely resembles the English interpretation of the Queen Anne style which was published widely in England by Richard Norman Shaw. The use of half-timber, stucco, stone, shingles, and steep rooflines creates the image of an English country home. The highly-skilled architect, Isaac Pursell, received his architectural training in the prestigious Philadelphia firm of Samuel Sloan. Pursell became one of the most prolific codifiers of plans for Presbyterian churches.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Baist, William G. Map of Camden and Vicinity. 1887.
Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME: George T. Wachtershauser Residence COMMON NAME:

LOCATION: 12 W. Walnut Avenue

BLOCK LOT

MUNICIPALITY: Merchantville

COUNTY: Camden

USGS QUAD:

UTM REFERENCES:

OWNER ADDRESS:

Zone/Easting Northing

DESCRIPTION

Construction Date: c. 1885

Source of Date: Deeds, 1887 Hopkins Atlas

Architect:

Builder:

Style: Classical Romanticism

Form Plan Type: center hall plan; rectangular form

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: original narrow wood siding

Fenestration: 2/2 d.h.

Roof Chimneys: gable roof with center gable at roofline; asphalt shingled roof

Additional Architectural Description:

This is an example of a romantic Downingesque cottage. A one-story porch with wood planked floor extends across the entire main facade. The asphalt-shingled pent roof is supported by simple rectangular posts, tied together under the eaves by sinuously carved boards; the half-gabled ends of the pent roof consist of small vertical posts. The central entrance is a pair of double glass and wood panelled doors below a double transom. To either side is a 2/2 d.h. window with wood panelled shutters. The second floor has a central projecting bay with 2/2 d.h. windows above wood panels; the composition has a wood cornice. Outer second floor bays have 2/2 d.h. windows with wood surrounds. The tip of the gabled front is faced with dark brown scalloped shingles, below which are tan scalloped shingles and an arcuated 2/2 d.h. window. Throughout the building, dark brown painted details contrast with the tan siding and shingles. The cottage has wood cornice and asphalt-

PHOTO

Negative File No.

Map (Indicate North) shingled roof.



This cottage is sited along the south side of W. Walnut Avenue, a residential street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

Andrew Jackson Downing advocated romantic rural cottages as the ideal architecture for a healthy moral home. This cottage, built in late nineteenth century suburban Merchantville, conveys the wholesome simplicity of Downing's philosophy and recalls many of the patterns published in his Architecture of Country Houses. Unlike some of the more steeply-gabled cottages in the Cattell Development, the gable of this cottage is less austere and is further softened into a romantic, classical mode by the arcuated attic window and front projecting bay. In scale and materials this simple cottage continues to complement its more ornate Victorian neighbors.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Downing, Andrew Jackson. Architecture of Country Houses.
Hopkins, G.M. Atlas of Philadelphia and Environs. 1877.
Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC NAME:		COMMON NAME: "The Cottage"
LOCATION:	23 W. Walnut Avenue	BLOCK/LOT
MUNICIPALITY:	Merchantville	COUNTY: Camden
USGS QUAD:		UTM REFERENCES:
OWNER ADDRESS:		Zone/Easting/Northing

DESCRIPTION

Construction Date:	1880; 1895 alterations	Source of Date:	Deeds, local history
Architect:		Builder:	attributed to Samuel Carson
Style:	Queen Anne	Form Plan Type:	originally L-shaped; altered to T-shape
Number of Stories:	1½		
Foundation:	stone		
Exterior Wall Fabric:	original narrow wood siding and octagonal wood shingles		
Fenestration:	Queen Anne-style windows: multi-pane/1 d.h., wood sash and frame		
Roof Chimneys:	gable roof with front gable; slate shingles; side dormer; central, internal chimney and external chimney along east facade.		
Additional Architectural Description:			

The original 1½-story "Cottage" consisted of the main gabled bay and rear east(right) projection. (See photograph of east facade on next page.) The cottage has a shingled, gable entrance to its front porch which is supported by wood Tuscan columns. The existing door is multi-paned and wood-panelled. The first floor front has a Queen Anne-style window and to the west (left), a narrow second entrance and Queen Anne-style window at an angle to the main facade. The attic story is wood sided, then shingled under the gable. Robust wood brackets adorn the Queen Anne-style attic window and support the wood cornice which has incised, modified triglyph detail. The shingled gabled dormer of the east facade is original; it has a pair of narrow Queen Anne-style windows. The rear projecting bay has an angled Queen Anne-style window framed below arched braces. The external chimney has this same window to either side at the first floor, the far one being part of a

PHOTO Negative File No.



Map (Indicate North)
rear addition. At the second floor, the east facade has a double window with the same bracket detail as the main facade. The side gable also utilizes the cornice detail and siding/shingle combination of the W. Walnut Avenue facade.

Photo: south facade
(W. Walnut Avenue)

"The Cottage" is sited along the north side of W. Walnut Avenue, a residential street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
 Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
 Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

Merchantville was a summer resort for many Philadelphians in the late nineteenth century; visitors could rent rooms in boarding houses or entire cottages such as 23 W. Walnut Avenue and its neighbor, number 27. Known as "The Cottages," these dwellings, built circa 1880, were owned by Alexander Cattell, who sold the properties in 1893. I attribute these cottages to builder Samuel Carson because they possess the same details and plan as 9 W. Chestnut Avenue, a Carson-built cottage of the early 1880s. The building at 23 W. Walnut Avenue changed ownership twice more by 1895, which was when Frank H. Ruth purchased it for year-round residency. Mr. Ruth, who was in the insurance business, lived there until at least 1911. He likely commissioned the alterations of the cottage to its current appearance. The most significant changes to this cottage were the additions of a front porch with gabled entry, a second bay to the front, and an extension to a room off the west side. However, the original integrity of the cottage -- shingled gable, cornice, brackets, slate roofing, dormer, and side braces -- is clearly evident.

ORIGINAL USE: summer residential PRESENT USE: residential
 PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
 REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
 THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
 No Threat ☒ Other ☐

COMMENTS: References: Merchantville Centennial Committee. Centennial Cook Book. 1973. 482
 Merchantville Directory. 1911.
 Register of Deeds. Camden City Hall



Photo: east facade

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME: William P. Phelps Residence
LOCATION: 41 W. Walnut Avenue

COMMON NAME:
BLOCK/LOT

MUNICIPALITY: Merchantville
USGS QUAD:
OWNER ADDRESS:

COUNTY: Camden
UTM REFERENCES:

Zone/Easting/Northing

DESCRIPTION

Construction Date: c. 1888

Source of Date: Deeds

Architect:

Builder:

Style: Queen Anne

Form, Plan Type: central hall plan

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: wood siding, wood scalloped shingles

Fenestration: 1/1 d.h.

Roof/Chimneys: combination hipped roof at center with gabled ends; front gable at roofline, gable with sunburst motif at ridge, turret to the east.
Roof and turret covered with original rectangular and scalloped slate shingles.
Additional Architectural Description:

A porch with turned wood posts and balustrade extends across the front of this Queen Anne-style cottage. The gable over the porch entry has a sunburst motif. A bracketed cornice meets the asphalt-covered porch roof which has a solar panel. The entrance consists of double wood and glass panelled doors with stained glass transom above and wood surround. The first floor has three 1/1 d.h. windows; the facade is clad with wood siding. The second floor, faced with wood scalloped shingles, has three 1/1 d.h. windows with wood lintels and surrounds. The two-story turret begins at the second floor with scalloped shingles, then clipped rectangular shingles above. Both stories of the turret have three 1/1 d.h. windows. A slate conical roof with iron finial caps the turret. The attic story of the main bay also has the clipped rectangular shingles and a semicircular tripartite window under the gable. The overhanging roof has its original slate and a sunburst motif recessed in a gable at the ridge. All gables have carved panelled

PHOTO

Negative File No.

Map (Indicate North) cornices.



The Phelps Residence is sited along the north side of W. Walnut Avenue, a residential street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

This residence is an outstanding example of the picturesque Victorian home that could be built from many pattern books of the late nineteenth century. Pattern books were one of several influences upon suburban architecture; the William P. Phelps residence likely is derived from this source. Phelps, listed as an electrician in the Merchantville Directory, 1898, also participated in community affairs as Treasurer of the Order of Sparta, and organist for the Merchantville Lodge. By 1907 Phelps moved to 59 W. Maple Avenue, but his Queen Anne-style residence continues to enliven the W. Walnut Avenue streetscape with its romantic pattern book quality.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Merchantville Directory, 1898.
Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME: George W. Gilbert Residence
LOCATION: 19 E. Cedar AvenueCOMMON NAME:
BLOCK/LOTMUNICIPALITY: Merchantville
USGS QUAD:COUNTY: Camden
UTM REFERENCES:

OWNER ADDRESS:

Zone/Easting/Northing

DESCRIPTION

Construction Date: c. 1888

Source of Date: Deeds

Architect:

Builder: George W. Gilbert

Style: Victorian cottage

Form Plan Type: side hall plan

Number of Stories: 2½

Foundation: brick, possibly stone behind outer brick veneer

Exterior Wall Fabric: aluminum siding, originally wood

Fenestration: first floor - 1/1 d.h.; second floor - 4/2 d.h.; attic floor - tripartite window with central pointed window surround and flanking 4-light sidelights.

Roof Chimneys: front gabled facade; original rectangular and scalloped slate shingles

Additional Architectural Description:

This 2½-story, 3-bay cottage has an overall symmetrical composition. A massive gable encompasses the entire facade. A one-story porch wraps around to the west facade. The porch has simple wood posts and balustrade. The entrance is a double panelled door with transom above. To the left are two 1/1 d.h. windows with transom and wood lintels, sills, and surrounds. The second floor has three 4/2 d.h. windows with simple, flat surrounds. The attic tripartite window has center pointed window head with 2/2 d.h. sash and flanking 4-light sidelights. The cottage has an aluminum-sheathed cornice and its original slate roof.

PHOTO

Negative File No.

Map (Indicate North)



The George W. Gilbert residence is sited along the north side of E. Cedar Avenue, a residential street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

The dwelling at 19 E. Cedar Avenue is significant as the residence and work of George W. Gilbert, a local builder, who listed himself in the 1898 Merchantville Directory as "draughtsman." Gilbert purchased this lot along with the two flanking it in 1888; he likely built his house soon afterwards. With its expansive porch, simple front gabled facade, and pointed tripartite attic window composition, this Victorian cottage complements the style and scale of the surrounding streetscape.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☐ Good ☒ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Merchantville Directory, 1898.
Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO

HISTORIC NAME: -
LOCATION: 26 E. Cedar AvenueCOMMON NAME:
BLOCK/LOT

MUNICIPALITY: Merchantville

COUNTY: Camden

USGS QUAD:

UTM REFERENCES:

OWNER ADDRESS:

Zone/Easting/Northing

DESCRIPTION

Construction Date: c. 1894

Source of Date: Deeds

Architect. attributed to Harry E. Stevens

Builder:

Style: Shingle Style/Queen Anne

Form Plan Type:

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: stone foundation and porch, first floor wood siding, second floor wood scalloped shingles

Fenestration: first floor - 6/6 d.h., wood sash, frames, and applied tracery on upper half. second floor - 1/1 d.h. tripartite and single windows with applied tracery on upper halves

Roof/Chimneys: attic floor - small lancet.

Gambrel front roof with patterned slate shingles; front external chimney, second chimney

Additional Architectural Description: along crest towards back.

A slightly off-center external chimney divides the right and left bays of this 2½-story cottage. The first floor has an enclosed porch with stone foundation wall and asphalt-shingled roof towards the west (right). The east (left) bay at this floor has a 6/6 d.h. window with applied wood tracery, and wood sash and frames. The window surround has delicately carved pilasters; the windowhead has dentellated cornice, the wood sill has a curved panel below. The first floor is sided with narrow wood boards. The second and attic floors, slightly advanced, are shingled with scalloped patterning. The second floor west bay has 1/1 d.h., the east bay has a tripartite 1/1 d.h. configuration, both with applied tracery in upper halves and simple wood surrounds, lintels and sills. A small lancet rests under the peak of the gambrel roof which has its original slate shingles. The brick chimney, siding, and shingles are all painted pale green.

PHOTO

Negative File No

Map (Indicate North)



This residence is sited along the south side of E. Cedar Avenue, a residential block within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

This dwelling is a one-of-a-kind blend of architectural styles in Merchantville. Its single, large roof massing and bold front external chimney recall the shingle style, while the variety of textures and patterns -- stone, wood siding, wood scalloped shingles, and brick -- are more characteristic of the Queen Anne style. As late as 1893, this lot at 26 E. Cedar Avenue was purchased by Jane Glesan, but, it was not yet built upon. In the 1898 Merchantville directory, architect Harry E. Stevens was listed as residing here. It is likely that this interesting architectural composition can be attributed to him.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Detenoration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Merchantville Directory, 1898.
Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME: Jaggard Residence
LOCATION: 37 E. Cedar Avenue

COMMON NAME:
BLOCK, LOT

MUNICIPALITY: Merchantville

COUNTY: Camden

USGS QUAD:

UTM REFERENCES:

OWNER ADDRESS:

Zone/Easting/Northing

DESCRIPTION

Construction Date: 1888

Source of Date: PRERBG, 9 July 1888

Architect: Moses & King

Builder:

Style: Victorian cottage

Form, Plan Type:

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: wood porch; aluminum siding, originally wood

Main facade: First and second floors -
Fenestration: 1/1 d.h., metal frames and sash; attic - multi-pane semicircular window with original wood sash. West facade has lancet in gable; east facade has multi-pane window in gable.
Roof/Chimneys: Gabled roof with front gable, internal chimney to east (right); east facade has second gable in projecting bay towards rear. Steeply-pitched roof.
Additional Architectural Description:

The 2½-story frame cottage has its original wood Tuscan columns across the front porch. The entrance is a pair of panelled double doors, to the right of which is a small 2/4 d.h. window. The first floor windows in the projecting gable bay are a pair of 1/1 d.h. windows set in wood surrounds. The second floor window over the main entrance is 1/1 d.h., the projecting bay has the same double window configuration as the first floor. Second floor windows have louvered shutters. Under the front attic gable is a semicircular multi-pane window with wood sash and frame. A box cornice outlines the gable. Both the porch roof and steep roof of the cottage are clad with asphalt shingles.

PHOTO

Negative File No.

Map (Indicate North)



The Jaggard residence is sited along the north side of E. Cedar Avenue, a residential street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

The Jaggard residence was designed in 1888 by Arnold H. Moses of Merchantville and his partner, Guy King. The Philadelphia Real Estate Record and Builders Guide announced at least 17 residences designed in Merchantville by Moses & King by the end of 1890. This cottage, the only one to be identified by the client's name, exemplifies the small-scale Victorian cottage-style architecture in Merchantville attributed to Moses & King. Arnold H. Moses, later awarded numerous institutional commissions in Merchantville, was to become the community's most prolific architect.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

Although much of the original fabric of this cottage has been substituted, the integrity of the original Moses & King design remains intact.

REFERENCES:

PRERBG. vol. 3, 9 July 1888.

RECORDED BY:
ORGANIZATION:

DATE:

OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME:		COMMON NAME:	
LOCATION:	28 W. Cedar Avenue	BLOCK/LOT	
MUNICIPALITY:	Merchantville	COUNTY:	Camden
USGS QUAD:		UTM REFERENCES:	
OWNER ADDRESS:		Zone/Easting, Northing	

DESCRIPTION

Construction Date:	1890	Source of Date:	Deeds
Architect:		Builder:	George C. Tilton
Style:	Queen Anne	Form Plan Type:	
Number of Stories:	2½		
Foundation:	stone		

Exterior Wall Fabric: first floor - wood siding; second and attic floors - wood scalloped shingles

Fenestration: 1/1 d.h., wood sash, frames, surrounds, lintels and sills.

Roof Chimneys: multi-gabled roof, front turret, octagonal and rectangular slate shingles

Additional Architectural Description:

The cottage has first floor porch with heavy wood Tuscan columns supporting a flat roof. Gingerbread adorns the entry to the porch and main door which has wood and glass panels behind the storm door. To the left of the door is a square, stained glass fixed window. The door and all windows have thin, slightly projecting wood mouldings above lintels. The first floor has two 1/1 d.h. windows under the gabled bay. The turret begins at the second floor above the entrance; it has tripartite 1/1 d.h. windows at the second floor, shingled facade above, and a slate shingled octagonal roof. The second floor gabled bay, also shingled, has two 1/1 d.h. windows; a white horizontal band distinguishes this floor from the attic which is also shingled and has a small 1/1 d.h. window. The gable cornice has recessed panels, painted tan as is the most of the facade, contrasting the white painted cornice and details of the cottage. The roof has its original slate shingles.



NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION, OFFICE OF HISTORIC PRESERVATION
109 WEST STATE STREET, TRENTON, NEW JERSEY 08625 (609) 292-2023

This cottage is sited along the south side of W. Cedar Avenue, a residential street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

The house at 28 W. Cedar Avenue is the best surviving example of the workmanship executed by builder and local resident, George C. Tilton. In this building, Tilton extracted the use of wood scalloped shingles, turret, wide porch, and slate shingled roofing from contemporary Queen Anne-style design and integrated these details into a more simplified, middle class suburban cottage. The dwelling has retained an excellent level of integrity and continues to enhance its late Victorian streetscape.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION, OFFICE OF HISTORIC PRESERVATION
109 WEST STATE STREET, TRENTON, NEW JERSEY 08625 (609) 292-2023

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITE INVENTORY NO.

HISTORIC NAME:		COMMON NAME:
LOCATION:	31 W. Cedar Avenue	BLOCK/LOT
MUNICIPALITY:	Merchantville	COUNTY: Camden
USGS QUAD:		UTM REFERENCES:
OWNER ADDRESS:		Zone/Easting, Northing

DESCRIPTION

Construction Date:	1892	Source of Date:	Deeds
Architect:		Builder:	George C. Tilton
Style:	Late Victorian/Queen Anne	Form Plan Type:	a-symmetrical
Number of Stories:	2½ with a third-story tower		
Foundation:	stone		
Exterior Wall Fabric:	asbestos shingles over original wood siding		
Fenestration:	1/1 d.h.		

Roof Chimneys: gable roof with front gable and third story tower with flat roof, asphalt roofing
Additional Architectural Description:

The wide porch, partially enclosed, has wood Tuscan columns. Above the porch cornice is a parapet that continues to the west (left) as part of the dwelling's port cochère that has its columns resting upon stone piers. The main entrance is a single door with square fixed window to the right. Within the enclosed porch, french doors open into the parlor. The second floor has two 1/1 d.h. windows under the gabled roofline and one 1/1 d.h. window below the square tower. Directly below the attic gable is a narrow 1/1 d.h. window; there is also a 1/1 d.h. window in the third-story tower. Both the gable and tower have wood cornice. Narrow wood lintels and sills are painted dark red, contrasting the white and grey of the facade.

PHOTO

Negative File No.

Map (Indicate North)



This building is sited along the north side of W. Cedar Avenue, a residential street within the original Cattell Development.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

George C. Tilton, a builder and Merchantville resident, constructed several speculative houses along W. Cedar Avenue in the early 1890s. The dwellings were speculative in that Tilton purchased lots from Alexander Cattell, built houses, then quickly sold the properties, usually for \$3,500. more than he paid for them. The building at 31 W. Cedar Avenue is the only one of his surviving W. Cedar Avenue residences in Merchantville to have a port cochère and square third-story tower.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION

OFFICE OF HISTORIC PRESERVATION

INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO.

HISTORIC NAME:

LOCATION: 129 Leslie Avenue

COMMON NAME:

BLOCK LOT

MUNICIPALITY: Merchantville

COUNTY: Camden

USGS QUAD

UTM REFERENCES:

OWNER ADDRESS:

Zone/Easting/Northing

DESCRIPTION

Construction Date: c. 1917

Source of Date: Lot map, Camden City Hall

Architect:

Builder:

Style: Bungalow

Form, Plan Type: rectangular

Number of Stories: 1½

Foundation: stone

Exterior Wall Fabric: wood shingles

Fenestration: 1/1 d.h., multi-pane casement windows under attic gable

Roof/Chimneys: gabled front with side gabled dormer (south); external brick chimney on north side; asphalt shingle roofing

Additional Architectural Description:

This building is typical of the bungalow scale and style. Simple wood columns sitting upon stone porch walls support the projecting porch roof which has a small gable. A larger gable with overhanging eaves extends across the entire main facade. The first floor has a slightly-bowed tripartite window configuration, the middle of which has a top panel of multi-pane sash. The attic floor has a pair of casement, multi-pane windows.

PHOTO

Negative File No.

Map (Indicate North)



Leslie Avenue, perpendicular to the main streets of the Cattell Development, was divided into lots in 1915. The east side, which includes 129 Leslie Avenue, is lined with bungalows.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

This circa 1917 dwelling, one of a row of bungalows, represents a later architectural style in the primarily Victorian Cattell Development. Bungalow designs was part of Gustav Stickley's movement to simplify housing and furnishings. Stickley published his designs, similar to 129 Leslie Avenue, in The Craftsman. These houses were small, often one story, with a porch and gable end facing the street.

ORIGINAL USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES: Lot Map, filed with Camden City Hall in 1915, can be found at Register of Deeds.

RECORDED BY:
ORGANIZATION:

DATE:

HISTORIC NAME: Frank S. Walton Residence
 LOCATION: 16 Springfield Avenue

COMMON NAME:
 BLOCK/LOT

MUNICIPALITY: Merchantville
 USGS QUAD:
 OWNER ADDRESS:

COUNTY: Camden
 UTM REFERENCES:
 Zone/Easting/Northing

DESCRIPTION

Construction Date: 1890

Source of Date: PRERBG, 17 September 1890

Architect: Moses, King & Ferris

Builder:

Style: Colonial Revival

Form/Plan Type: rectangular

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: aluminum siding, originally wood

Fenestration: 1/1 d.h.

Roof/Chimneys: gable roof with three dormers facing street; asphalt shingles, external brick chimney on north side

Additional Architectural Description:

The south side of this Colonial Revival-style dwelling may have been the original main facade. It has a porch with turned balustrade and wooden Tuscan columns, and a projecting bay window. This gabled end has dentils along its cornice. The main entrance currently fronts Springfield Avenue. This central door appears to have a later twentieth century Colonial Revival-Revival transom and sidelights with tracery. It has an elliptical portico with delicate dentillation, supported by wooden Tuscan columns. Doric pilasters mark the end of the main block. The gabled roof is set back behind the front bay which has a flat roof with heavy dentils in its cornice; the cornice continues around the entire building. Three dormers project from the roof: a central one with tripartite window configuration and outer single units. The overall composition of this facade is symmetrical.

PHOTO

Negative File No

Map (Indicate North)

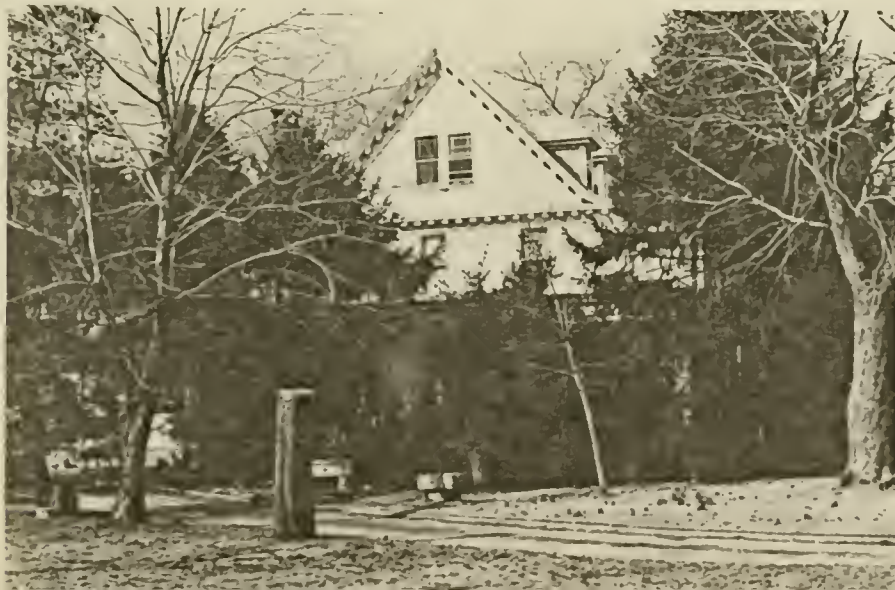


Photo: south facade
 (Springfield Avenue facade
 on the next page)

Springfield Avenue is one of the earlier streets to be developed in Merchantville outside of the Cattell Development. This block contains several Colonial Revival-style houses designed by Arnold H. Moses, including his own at number 8.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
 Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
 Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

This is an early example of Colonial Revival-style architecture in Merchantville. Generally, it was not popularized in the town until the turn of the century. The individual responsible for introducing this middle class interpretation of Colonial Revival was Arnold H. Moses, resident and architect. This commission for Mr. Frank S. Walton is among the works at the beginning of Moses's career; until 1886 Moses was associated with the Wilson Brothers & Co., a leading architectural firm in Philadelphia. Arnold H. Moses was to continue to design numerous buildings, residential and institutional, for the community; in fact, Moses was the most popular architect of his period. The house at 16 Springfield Avenue is significant because it represents one of the early architectural projects in Merchantville attributed to Arnold H. Moses and his partners, King and Ferris.

ORIGINAL USE: residential PRESENT USE: residential
 PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
 REGISTER ELIGIBILITY: Yes ☐ Possible ☐ No ☐ Part of District ☒
 THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
 No Threat ☒ Other ☐

COMMENTS:

References: PRERBG. vol. 5, 17 September 1890.



Photo: Springfield Avenue
facade

OFFICE OF HISTORIC PRESERVATION
INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO

HISTORIC NAME: Arthur Truscott Residence
LOCATION: 19 Springfield Avenue

COMMON NAME:
BLOCK/LOT

MUNICIPALITY: Merchantville
USGS QUAD:
OWNER/ADDRESS:

COUNTY: Camden
UTM REFERENCES:
Zone/Easting/Northing

DESCRIPTION

Construction Date: c. 1892 Source of Date: Deeds, local history

Architect: Arthur Truscott Builder:

Style: Richardsonian Shingle Style Form/Plan Type:

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: wood siding on main block, wood shingles on porch

Fenestration: 1/1 d.h., diamond-paned casement windows near entry

Roof/Chimneys: hipped roof with several gables, front dormer, asphalt tiles,
central grey brick chimney

Additional Architectural Description:

The entry to this 2½-story residence is recessed behind a shingled Richardsonian arch. The window composition near this entry consists of four panels of diamond-paned casement windows. The irregularly-shaped concrete "bannister" wall with brick handrail leading to the entry is likely a later alteration. Towards the north end of this facade, a second entry leads to what are probably service rooms. The south end has an octagonal porch with horseshoe arches cut into its shingled sides; simple wood posts support the porch roof. The central focus of the second floor is a stepped balcony connected by cross rails, behind which are double windows with a two-light transom over each. The mullion between the pair has diamond-shaped moulding. A narrow slit window rests in the gable above this composition. To the north (left) is a smaller gable above first and second floor double windows, 1/1 d.h. Window surrounds and balcony cornice are painted grey, contrasting the white

PHOTO Negative File No

Map (Indicate North)
wood siding and shingles.
The central dormer in the roof is at 45° angles, and has a fixed triangular light with diagonal applied sash. The overall massing of the building is typical of the Shingle Style



The Truscott residence is sited along the east side of Springfield Avenue which intersects W. Maple Avenue.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

Architectural sophistication in Merchantville is seen most convincingly in this Richardsonian Shingle Style residence designed and occupied by architect Arthur Truscott, who worked with several of Philadelphia's most prominent firms: Samuel Sloan, T.P. Chandler, Wilson Bros. & Co., and Cope & Stewardson. This dwelling at 19 Springfield Avenue, the only example of Truscott's work in Merchantville, demonstrates the architect's proficiency and the influence of high-style design upon suburban architecture. Although the house is entirely clad with wood, the entry, recessed behind the broad shingled arch, reflects the work of Henry Hobson Richardson in the Stoughton House of 1883. The stepped balcony, associated with Oriental forms, stems from the Japanesque influence upon late 19th century architecture.

ORIGINAL USE: Residential
PHYSICAL CONDITION: Excellent ☐ Good ☐ Fair ☒ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

In 1934 the house was used as a nursery school. Recently, it has been under restoration for use as a residence. Although the building appears to be in "fair" condition, the integrity of the Truscott design is highly intact.

REFERENCES:

Register of Deeds, Camden City Hall.
Scully. The Shingle Style and the Stick Style. Plate 57.
Merchantville Centennial Committee. Merchantville Cook Book, 1973., p. 744.

RECORDED BY:
ORGANIZATION:

DATE:

NEW JERSEY DEPARTMENT OF ENVIRONMENTAL PROTECTION
 OFFICE OF HISTORIC PRESERVATION
 INDIVIDUAL STRUCTURE SURVEY FORM

HISTORIC SITES INVENTORY NO

 HISTORIC NAME: Thomas Stephen Residence
 LOCATION: 23 Linden Avenue

 COMMON NAME:
 BLOCK LOT

MUNICIPALITY: Merchantville

COUNTY: Camden

USGS QUAD:

UTM REFERENCES:

OWNER ADDRESS:

Zone/Easting/Northing

DESCRIPTION

Construction Date: c. 1894

Source of Date: Deeds

Architect: Thomas Stephen

Builder:

Style: Dutch Colonial Revival

Form Plan Type: side hall plan

Number of Stories: 2½

Foundation: stone

Exterior Wall Fabric: stone foundation, wood siding and porch at first floor, asphalt shingles at second and attic floors

Fenestration: 1/1 d.h. sash and fixed lights

Roof Chimneys: intersecting gambrel roofs with gambrel and gable dormers; asphalt shingles; brick chimney with header and stretcher patterning

Additional Architectural Description:

The building makes a strong statement for Colonial Revival-style architecture. Slender paired columns support the portico. The porch, which recedes under the second floor overhang, is enclosed. The entrance to the house is a tripartite configuration: door flanked by windows. The first floor also has a slightly bowed tripartite bay and slender paired columns at the south end of the main block. An overscaled steep gambrel bay and a smaller dormer with projecting gambrel face Linden Avenue. The large gambrel, which projects over the first floor to the south, has two wood-framed windows topped by a central bull's-eye with applied tracery and four Georgian-style keystones. The dormer has two 1/1 d.h. windows and the projecting gambrel has a lancet.

PHOTO

Negative File No

Map (Indicate North)



The Thomas Stephen residence is located on a residential block towards the west end of Merchantville. Development of this block did not begin until the 1890s.

SURROUNDING ENVIRONMENT: Urban ☐ Suburban ☒ Scattered Buildings ☐
Open Space ☐ Woodland ☐ Residential ☒ Agricultural ☐ Village ☐
Industrial ☐ Downtown Commerical ☐ Highway Commercial ☐ Other ☐

SIGNIFICANCE:

The Thomas Stephen residence was designed and inhabited by its namesake. Stephen, who maintained an architectural office in Camden, was among the most prolific architects in that city and throughout South Jersey. Although Stephen resided in Merchantville for 61 years, his residence is the only building attributed to him in the town. The Colonial Revival house stands out among its neighbors on Linden Avenue because of the skill with which Stephen combined Colonial Revival forms to create a unique silhouette along the streetscape.

ORIGINAL USE: residential PRESENT USE: residential
PHYSICAL CONDITION: Excellent ☒ Good ☐ Fair ☐ Poor ☐
REGISTER ELIGIBILITY: Yes ☒ Possible ☐ No ☐ Part of District ☐
THREATS TO SITE: Roads ☐ Development ☐ Zoning ☐ Deterioration ☐
No Threat ☒ Other ☐

COMMENTS:

REFERENCES:

Merchantville Directory, 1898.
Register of Deeds, Camden City Hall.

RECORDED BY:
ORGANIZATION:

DATE:

APPENDIX C: DESIGN DISTRICT ORDINANCE

BOROUGH OF MERCHANTVILLE

DESIGN DISTRICT ORDINANCE

BE IT ORDAINED by the Borough Council of the Borough of Merchantville, County of Camden and State of New Jersey, as follows:

1. Declaration of Purpose.

These Design District Regulations are intended to promote the general welfare by preserving the exterior architectural heritage of the Design District of the Borough of Merchantville, specifically by:

- A. Rejuvenating and sustaining the business district;
- B. Controlling new exterior construction in order to enhance the streetscape and maintain its character;
- C. Bringing disharmonic structures into consonance with streetscape design;
- D. Stabilizing and improving property values;
- E. Fostering civic pride and beauty;
- F. Restoring and preserving certain traditionally significant structures.

Today's economy and life styles may make strict purist restorations impractical for many property owners, in which cases general compatibility with the architecture of the Design District will be favorably considered.

2. Applicability of Design District Regulations.

The regulations of this article shall apply in the Design District which includes all areas designated as B-1 in the Ordinance of the Borough of Merchantville.

3. Permitted Uses.

The uses permitted in the Design District shall be those designated for the B-1 District by the Zoning Ordinance of the Borough of Merchantville. Such uses shall not be altered by further designation as a Design District.

4. Area and Height Regulations.

The maximum building heights, minimum lot size, set back and bulk requirements shall be as provided in the Ordinance of the Borough of Merchantville. However, historic characteristics may be considered as special reasons in variance applications.

5. Design District Advisory Committee.

The Chairman of the Planning Board shall appoint a Citizen's Advisory Committee consisting of seven residents of the Borough, one of whom shall be a member of the Merchantville Chamber of Commerce or the owner or operator of a commercial business located in the Borough, and one of whom shall be a member of the Merchantville Historical Society. Each member shall serve for a term of one (1) year commencing January 1 of each year and until their successors are appointed and qualified.

6. Scope of Review.

The Advisory Committee shall review any construction or demolition of, addition or alteration to (including painting) any

building, or to any part thereof, or to any physical structure (including signs, awnings, exterior fixtures and furnishings) which affect exterior features visible from a public street, way or place. All applications to the Planning Board or Board of Adjustment shall be referred to the Advisory Committee and neither board shall take final action upon any application until it has received and considered the report of the Advisory Committee. The Advisory Committee shall make its recommendation to the Planning Board when a project would not otherwise be required to apply to the Planning Board or Board of Adjustment for approval. No building permit shall be issued until the Planning Board approves the project and no other construction, alteration, addition (including painting) for which a building permit is not needed shall proceed until and unless the Planning Board approves of the project.

7. Application Procedures.

A. Applications for review before the Advisory Committee under the preceding paragraph shall be available from and filed with the Borough Clerk, along with the requisite filing fee, at least 14 days before the next regularly scheduled meeting of the Planning Board. The Advisory Committee shall issue its report in writing not less than four (4) days before the next regularly scheduled meeting of the Planning Board or Board of Adjustment. Unless otherwise provided by the Ordinance, notice for applications under this article shall comply with Section 1406(b), (g) and (i) and Section 1407.

B. Upon the filing of any application requiring review under this Article, the Borough Clerk shall promptly notify the building inspector and Zoning Officer, who in turn shall notify the Advisory Committee Chairman.

C. The following exhibits may be required with applications:

- (1) An overall site plan on a scale of 1" = 20' minimum, showing the location of subject property and all adjacent properties;
- (2) Building elevations of subject property and possibly of adjacent properties, on a scale of 1/4" = 1' minimum;
- (3) A three-dimensional model on a scale of 1" = 20' minimum of proposed project, and possibly of adjacent properties which will be affected;
- (4) Photographs of subject property and possibly of adjacent properties and buildings within a minimum distance of 60 feet of petitioned property lines. Each photograph shall be properly identified and referenced on the site plan;
- (5) Sample colors, construction materials, awnings and sign materials and designs; color photographs of existing applications may suffice;
- (6) Drawings, candid photographs or commercial photographs showing fixtures or furnishings, details of construction and foundation;
- (7) Landscaping plans including proposed plantings, screening, fences, signs and lighting;

(8) Any other information or displays which will clarify the visual and physical impact of the proposed project.

D. Guidelines for required exhibits:

<u>WHEN APPLICATION INVOLVES</u>	<u>FILE THESE EXHIBITS</u> (listed above)
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Painting, signage or awnings	1, 4, 5, 8
Other renovations	1, 2, 4, 5, 6, 7, 8
New construction	All
Exterior extensions	1, 4, 5, 6, 7, 8

8. Design Regulations for District Review Criteria.

The Planning Board is hereby authorized and empowered to adopt regulations and guidelines consistent with the purposes of this ordinance and using as a criteria of evaluation National Trust for Historic Preservation criteria and shall consider, among other things, the general design, arrangements and material of buildings or structures, color, lighting, awnings, and fences and the relationship of such factors to similar features of historic structures in the immediate surroundings and the position of such structures in relationship to the street and public way.

9. Advisory Committee Review.

The Advisory Committee shall hold its regularly scheduled meeting on the first Tuesday of each month at which time the applicant may appear and present unsworn testimony and such other evidence deemed relevant.

10. Planning Board and Board of Adjustment Review.

A. The Planning Board or Board of Adjustment may accept, reject or modify the findings and recommendations of the Design District Advisory Committee and shall:

1. Approve the application unconditionally;
2. Approve the application conditionally; or
3. Disapprove the application.

B. Upon approval of an application, the Planning Board or Board of Adjustment shall cause a certificate of approval to be issued to the applicant which certificate shall include any conditions imposed upon the approval. Approval shall be valid for work commenced within 6 months of certificate of issuance.

C. Upon disapproval of an application, the Planning Board or Board of Adjustment shall state its reasons therefor in writing and may make recommendations to the applicant with respect to appropriateness of design, arrangement, material and the like, of the structures involved.

11. Demolition or Moving of a Structure.

A. The demolition or removal of structures may be forbidden or postponed for a period of six (6) months (after public hearing granted to the applicant, if desired) and the Planning Board shall then consult civic groups and public agencies to ascertain how the Borough may preserve the building and/or premises. The Planning Board is empowered to work out with the owner feasible plans for preservation of structures where moving or demolition thereof would be a great loss to the public and to the Borough.

B. When it is necessary to move a historic building to another site within the Borough to preserve it, upon approval of the relocation plans by the Planning Board, said building may be relocated, provided that it fulfills the area regulations of said zone as to lot size, setback and yard area.

12. Application Fee.

There shall be an application fee of \$10.00 for any project other than painting of any building. The fee shall be in addition to the fees regularly charged by the Planning Board and Board of Adjustment for any other approval required by the project.

13. Inconsistencies.

In the event that there is any inconsistency with the provisions of this ordinance and the regulations promulgated pursuant thereunder and any other ordinance or regulations, the provisions of this ordinance and its regulations shall be deemed to control.

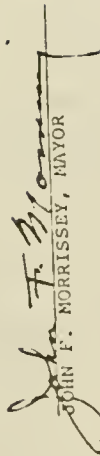
14. Effective Date.

This ordinance shall take effect upon publication and passage according to law and the adoption of regulations by the Planning Board.

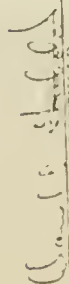
This ordinance shall take effect upon passage and

publication according to law.

APPROVED:


JOHN F. NORRISSEY, MAYOR

ATTEST:


DANIEL P. GOTTHOLD,
BOROUGH CLERK

051283A/8L

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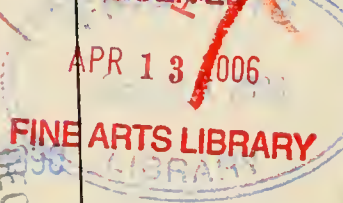
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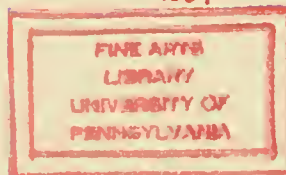


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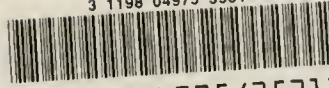
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